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Think of it! Less than $\frac{2}{3}$ ounce pressure at the "floating filament" stylus. Extremely low record surface noise, yet the Zenith Cobra Tone Arm picks up the finest modulations. Tone never before heard on a record. Music so marvelous that it sells itself to the listener—produces extra plays and added profits in every location.

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WURLITZER MUSIC MERCHANTS

Cash in on

WURLITZER LEADERSHIP





**I WAS HAVING
A ROUGH TIME!**



I had good locations. The machines were getting a good play but . . .



I wasn't getting anywhere. The location owners were happy with THEIR share of the take . . . but after splitting with them . . .



I still had to make payments to the Finance Company which left me strapped.

HOWEVER

THAT WAS WAY BACK IN
1947 "B. C." - **BEFORE**

Aireon
Coronet
MODEL "400"

**CHANGED MY WHOLE
OPERATION AND
INCREASED MY
PROFITS!**



With the new CORONETS and a membership in the "400 CLUB" . . .



My locations are happier than ever . . . The take is greater and it all adds up to . . .



No more "Payment Day Blues" for me. I'm in business to stay and I'm saltin' some away.

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THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

THE CASH BOX IS THE OPERATOR'S MAGAZINE—IT IS NOT SOLD ON NEWSSTANDS

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where in the U.S.A. Special subscription allowing free classified advertisement each week, not to exceed three full lines, \$48 per year. Subscription rates for all foreign countries on request.

THE CASH BOX exclusively covers the coin machine industry, including operators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated music equipment; automatic coin operated vending machines and service machines as well as all coin operated amusement equipment; the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin

operated machines industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

THE CASH BOX has been recognized by various associations of coin machine operators thruout the United States as their official weekly magazine.

The C.M.I. BLUE BOOK division of The Cash Box is an entirely separate medium, giving all prices of new and used machines of all kinds, continually reporting all market changes. The C.M.I. BLUE BOOK is officially recognized by many States as the "official price book of the coin machine industry."

PENNIES FROM HEAVEN

CHICAGO—The old, old song, "Pennies From Heaven", applies very aptly to the coin machine industry today.

There is no longer any doubt in the minds of everyone connected with the trade that the most important factor in the continued prosperity and further success of this field is for its base, the operator, to be prosperous.

Without the operator enjoying profitable success the rest of the field is completely affected. And to such an extent, that all business slows down. Yet, today the operator, himself, is at fault.

For years now this publication has continually pointed out that the operator must change his present commission arrangement with his locations if he is to assure himself a continued profitable future in this industry.

The very fact that he has standardized the selling price of his equipment, has harshly affected his future. In short, the public have come to accept his music and his amusement at the 5c price. And, he simply cannot, at this late date, make too radical a change in the coin chutes he is using.

The merchandise machine field saw fit to change from 5c to 10c chutes, to meet the new and higher prices of the merchandise being vended. There are no longer 15c coin chutes on cigarette machines. The lowest is now the 20c chute with the greater majority featuring the 25c chutes.

But the operator of music, regardless of the fact that his overhead has jumped from 150 to 200 per cent, still continues blithely on his way with his 5c coin chute. And the very fact that he hasn't changed his system of commission arrangements with his locations, in the greater majority of cases, has pushed him hard against the wall in his attempt to make his equipment pay.

What does the operator have left from each nickel which is inserted into his machine? First of all, $2\frac{1}{2}$ c immediately goes to the location, $1\frac{1}{2}$ c (and better in many cases) goes to cover his present overhead expenses;

therefore he is left with 1c to amortize his equipment, for financial reserve, to pay for new machines and to show him some salary for his labor as well as profit for his investment.

"Pennies from heaven"—is what each and every operator can sing today—because that is exactly what he is dealing in, unless he changes over entirely to meet the present inflationary market conditions with which he has to contend.

As far as the trade is concerned, and many business men everywhere in the nation have also taken up the cry, a $7\frac{1}{2}$ c coin would probably be a lifesaver for the music and amusement and even the merchandise machine divisions of the industry.

This 50% additional to the present 5c coin would probably solve a great many problems. But, as yet, the $7\frac{1}{2}$ c coin is a long way off and, all things considered, may never be minted by this Government.

The one and only answer to the "pennies from heaven" situation, then, if for the operator to change his present commission arrangement so that he at least has one penny for profit—completely and solely profit—and not for division into a great many segments so that no profit is visible when the division is completed.

As far as the music machine operator is concerned, speeded records of approximately 2 minutes playing time would help. But, what would be of even greater aid to him, would be a commission of 70%-30% or a front money guarantee, so that he is at least assured covering his overhead expense and obtaining some profit on his capital investment.

There is no longer any doubt that in many of the larger cities where television has cut inroads into collections, the music operators and even the amusement machine operators, will be faced with less play action because

of night baseball and other evening sporting events this summer.

This means that the operator must protect himself now—while he still can, and not when the evening sporting events, plus the spread of television receivers, has become such that he simply cannot convince his location owner he needs more money to exist.

Locations aren't too considerate of the operator. He must make his change now, while there is yet time, and assure himself, thereby assuring all the industry, that he will continue to remain in a profitable business.

If this "pennies from heaven" era is going to continue—for the nickel today is worth the penny of yesterday—then the operators must arrange to keep at least one penny all to themselves.

They simply must, on a national scale, so that it is nationally accepted, change their present commission arrangements to make this penny profit possible.

It shouldn't be too difficult to convince the location owner, who is actually the operator's partner, that partners should share on an equal 50-50 basis.

That being the case, the operator can show what his overhead expense is, and also cut off whatever overhead expense is endured by the location owner, and then equally divide the remainder. Certainly that is the one and only fair method for partners to use.

Those operators who have already arranged for front money guarantees, for a better commission percentage basis, are the operators who are today enjoying profit and who are continuing to go ahead.

It is up to everyone in the field to help bring about a more equitable commission basis for the operator—for he can't longer endure this "pennies from heaven" situation.

**"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.**

TRADE ACCLAIMS IDEA OF PUBLIC PLAY PROMOTION

Agree Public Wants to Relax and Have Fun Playing Games and Juke Boxes. Urge All Out Program to Bring Back Big Play.

CHICAGO — The many compliments received by *The Cash Box* for the editorial which appeared in its February 14, 1948 issue, definitely link all in the field with the solid fact that many have neglected to exploit the entertainment qualities of their products and have become "technicians of machinery" instead of sellers of fun, relaxation and economical entertainment.

From operators, jobbers, distributors and manufacturers all over the nation have come fine comment on this editorial. All feel that the trade should go all out to bring back the public to its equipment from the standpoint that the public will be able to relax while having fun and being entertained.

As one noted manufacturer stated, "The success of the moving picture industry can be condensed into but one word—exploitation. And that", he said, "is just what this industry needs today."

He agreed that more showmanship, more exploitation of the amusement branch of the field is most necessary today. He also said, "There is no doubt that if the operators, and everyone else in the business, will go all out to get the public interested in the relaxing and enjoyment qualities of the amusement machines and juke boxes that the play will increase and that all will profit."

One well known operator writes, "You are absolutely right in your editorial in the February 14 issue. That's just what the boys in this business seem to have forgotten. That they are sellers of fun, relaxation and really fine and economical entertainment.

"Every coin machine man should make it his business", he says, "to

get people interested in his equipment from the standpoint that they are going to relax and have a lot of fun playing the games and listening to the juke box. We are, and always have been, purveyors of economical entertainment to the public. Let's tell the public what fun there is in playing amusement machines and listening to juke boxes."

"This is not the time", another operator writes, "for the members of this industry to go high class. Let's", he continues, "go right back to the good, old fashioned angles we used years ago when we encouraged play by telling people how much fun it was to play machines, how they could relax while playing them and listening to the phonos, and also to tell their friends that this is the business that brings them fun and pleasure everytime for only a nickel."

There is complete acclaim throughout the trade for this editorial because of the fact that it asks the operators to promote play for their equipment. The one and only way all can be assured of better profits in the entire industry is by more play action. And the public want machines that will allow them to relax—that will make them laugh and feel at ease—that will give them simple and entertaining pleasure.

The old time operators were among the greatest entertainment exploiters. They always made it their business to get play started.

They always saw to it that once play started everyone would have fun. The plan was not to see how much could be won on the game, but, instead, how much fun everyone could have playing the new game or listening to the latest recordings.

And laughter is one essential sorely needed today by all the public. There is no doubt that if the nation's coinmen will start a campaign to have people play their amusement and music machines from the single, simple fact that they will have fun and be entertained, that there will be an entirely new attitude on the part of the average man and woman who enjoy coin machines. This attitude, it is believed by the majority of coinmen, is what will bring back more and better play action.

There are a great many angles which can be used by the average op to gain proper attention from the public for his equipment. Publicity of all kind is needed. Charitable institution hook-ups. Competitive play contests. And dozens of other ideas which have been used in the past and which many have neglected for years.

All these welded together to bring about a new and more appreciative understanding of the relaxing and enjoyable entertainment offered by coin machines are sure to revive a great many locations and also bring to this trade the boom which should rightfully be its due at this time.

**"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.**

ALL FOR \$5

Full Year

52 WEEKS SUBSCRIPTION TO THE CASH BOX

The greatest BUY in all coin machine history... and here's why...

★ **EDITORIALS** . . . that dig analytically deep into the very heart of every problem confronting the industry and point the way out. The editorials which have appeared in *The Cash Box* have won acclaim and have been read into the minutes of many of the nation's coin machine organizations. Many a bulletin board features them regularly. And thousands of reprints have been made for leading coin machine firms.

★ **NEWS** . . . regarding all the coin machine business appears on the pages of *The Cash Box* in each week's issue as, and many times, even before, it actually happens. News is illustrated, carefully edited, digested and made easily readable. As a special feature, right with the news, also appear the views and predictions of the nation's leaders.

★ **AUTOMATIC MUSIC SECTION** . . . unequalled in all the history of the juke box industry. The most complete section of its kind. Contains each week: "The Nation's Top Ten Juke Box Tunes"; "Record Reviews"; "Round The Wax Circle" and "Rollin' 'Round Randolph" two intimate, newsy columns of New York's and Chicago's music industries; "Juke Box Regional Record Reports" giving the top ten tunes in the nation's leading cities; "Hot In Harlem", "Hot On Chicago's South Side", "Hot In New Orleans" and "Hot On Central Ave. In Los Angeles" featuring the top ten race tunes in the nation's four leading race music centers; "The Nation's Big 5 Hillbilly, Folk and Western Juke Box Tunes"; "Folk & Western Record Reviews"; The famous Tunnis' "Disc-Hits Box Score" listing the 40 best selling records thruout the country; plus pictures, news, special stories and many, many other features.

★ **MANUFACTURERS' NEW EQUIPMENT** . . . a complete section devoted to the new products of the nation's leading coin machine manufacturers. Not only listing the latest models just as the factory announces them, but, also featuring the prices of all machines.

★ **AUTOMATIC MERCHANT'S SECTION** . . . an entirely new, different and better approach to the "new era in automatic selling". This section features the "A. M. Blue Book" containing the names and products (as well as the prices) of every manufacturer of vending machines in special categories. A service, as many have stated, worth its weight in gold. And, in addition, complete news and technical information regarding the entire automatic merchandising machine industry with one of its leaders featured each week on a special two color cover.

★ **AMUSEMENT MACHINE SECTION** . . . featuring the news and advertisements of the nation's leading manufacturers, distributors, jobbers and suppliers to the coin machine trade. Loaded with pictures. Bringing rapid fire, intensive, truthful coverage of the entire amusement machine industry with pithy, analytical and exact material to help all in the field.

★ **INTIMATE NEWS COLUMNS** . . . "Chicago Chatter", "Eastern Flashes", "California Clippings", as well as columns from St. Louis, New Orleans, Houston, Dallas, Minneapolis-St. Paul, Denver, Philadelphia and other cities, week after week, bringing intimate personal information in a breezy, newsy style to all the trade.

★ **COIN MACHINE MART** . . . the greatest, most complete, most outstanding, best read classified advertising pages in all the history of the coin machine industry. Truly the trading mart of the business. Buys galore. Sales each week. One of the most widely read classified sections in any publication in the nation, many have stated.



"C.M.I. BLUE BOOK"

Without any doubt the most outstanding guide to the prices of all types of machines featured by the industry. Accepted by many states. Looked up to as the one and only "official price guide" in the industry. The "C.M.I. Blue Book" is mailed entirely separate of *The Cash Box*. Special subscription to those who qualify for the "C.M.I. Blue Book" \$10 per year. Must be taken in conjunction with a subscription to *The Cash Box*.

Rush That \$5 Bill Immediately to . . .

THE CASH BOX, 381 FOURTH AVE., NEW YORK (16)

THE CASH BOX

AMERICA'S ONLY WEEKLY MAGAZINE EXCLUSIVELY
DEVOTED TO THE JUKE BOX INDUSTRY.

Music Section

March 13, 1948



FRANKIE LAINE

Ever since a little song titled "That's My Desire" hit the juke boxes, Frankie Laine has meant continuous phono success to music operators throughout the nation. Often termed "the modern Al Jolson", Frankie's recordings of "Mam'selle", "A Sunday Kind Of Love", "Two Loves Have I" and "By The River St. Marie" have clicked with phono fans everywhere. Current disk hits are "Shine" and "Black & Blue." Exclusively featured on Mercury Records. Personal Management: Gabbe, Lutz & Heller.

FEATURES

- ★ The Nation's Top Ten Juke Box Tunes
- ★ The Cash Box Record Reviews
- ★ Juke Box Regional Record Report
- ★ 'Round The Wax Circle
- ★ Hot In Harlem
- ★ The Broadway Beat

- ★ Rollin' 'Round Randolph
- ★ Folk And Western Record Reviews
- ★ The Nation's Big 5 Hillbilly, Folk & Western Juke Box Tunes
- ★ Hot On Chicago's South Side
- ★ The Cash Box Disc-Hits Box Score

THIS WEEK'S

RCA VICTOR

RELEASE

WATCH THESE "CLIMBERS"!

VAUGHN MONROE**The Loveliness of You**

Slow, steady beat, smooth for dancing. Rich, romantic Monroe vocal, smooth for listening. A coin-catcher.

Completely Yours

Mellow kind of ballad that Monroe fans go far. The Maan Maids blend with the maestro on the lyrics.

RCA Victor 20-2712

**PERRY COMO****Haunted Heart**

Smooth bollo from the coming B'way musical "Inside U.S.A." With Russ Case and his Orchestra.

Carolina Moon

Famous oldie gets on extro-mellow treatment from Perry. With Orchestra, Lloyd Shaffer, Director.

RCA Victor 20-2713

**TEX BENEKE****Dream Girl**

"Sleeper of the Week" by The Cash Box!

RCA Victor 20-2667

SAMMY KAYE**Hand in Hand**

Has the appeal of "Serenade of the Bells"!

RCA Victor 20-2679

TONY MARTIN**For Every Man There's a Woman**

Theme of Tony's new pic "Casbah"!

RCA Victor 20-2689

VAUGHN MONROE**Matinee**

Headed for heavy play!

RCA Victor 20-2671

MICKEY KATZ**Yiddish Square Dance**

Novelty hit that's zooming!

RCA Victor 25-5081

FREDDY MARTIN**Blue Hawaiian Rose**

Here's a slow smoothie in that tropical mood... a sure bet for juke business! Clyde Rogers on the vocal.

Feathery Feelin'

Borclay Allen's sparkling piano strikes a happy mood in this gay bounce. Vocals by Glenn Hughes and The Martin Men.

RCA Victor 20-2709

**LOUIS PRIMA****The Bee Song**

(He-Bee and She-Bee)

A jitterbug bounce that packs a wallop! Louis pipes the screwy words with plenty of ricks and rhythm in his lungs.

Tutti Tutti Pizzicato

Looks like an overnight hit... Philly Coin Ops' and 1000 teen-agers' pick as "Click Tune of the Month"!

RCA Victor 20-2711

**BERYL DAVIS**

Album P-201

"Beryl By Candlelight"!

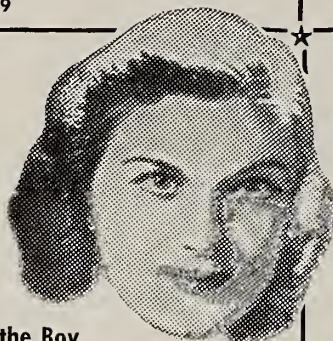
Auld Lang Syne

and Mad About the Boy
RCA Victor 20-2705

Alone Together and All Alone
RCA Victor 20-2706

Please Be Kind and They Didn't Believe Me
RCA Victor 20-2707

The Touch of Your Lips and Tea for Two
RCA Victor 20-2708

**DAVE DENNEY**

with String Orchestra

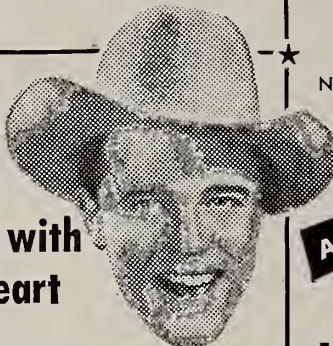
I'm Waltzing with a Broken Heart

and

Part of My Heart Is Missing

Denney's popularity, hyped by the coast-to-coast radio show "Oklohomo Round-up," will grab coins for these heartbroken love ditties. Dave sings in a smooth hill-billy style that appeals everywhere.

RCA Victor 20-2726



ALL-TIME HITS RE-ISSUED!

LARRY CLINTON**Limehouse Blues**

RCA Victor 26523

TOMMY DORSEY**Polka Dots and Moonbeams**

RCA Victor 20-2538

BUNNY BERIGAN**I Cried For You**

RCA Victor 26116

**HELEN CARROLL AND THE SATISFIERS**

Big Brass Band From Brazil

and The Secretary Song

RCA Victor 20-2710

SONS OF THE PIONEERS

Happy Birthday Polka

and

Calico Apron and a Gingham Gown

RCA Victor 20-2725

GOLDEN WEST QUARTET

Gospel Boogie and

Gonna Climb Those Golden Stairs

RCA Victor 20-2727

THE HALL SISTERS

They're back again on RCA Victor... smoother, sharper than ever! "A" is a catchy, Calypso tune with clever lyrics. On the flip, they blend appealingly in low-down "bluesy" style.

Money, Money, Money

and

Teach Me, Teach Me, Baby

RCA Victor 20-2728

THE STARS WHO MAKE THE HITS
ARE ON



RCA VICTOR RECORDS



Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

FLASH!
Check your distributor for RCA Victor's new "Coin Operator Specials" ... 24 all-time hits in 4 different groups for every type of juke location!

The Nation's TOP TEN Juke Box Tunes



The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

CODE		
AL—Alladin	KI—King	RE—Regent
AP—Apollo	MI—Miracle	SA—Savoy
AR—Aristocrat	MA—Majestic	SI—Signature
BU—Bullet	ME—Mercury	SP—Specialty
CA—Capitol	MG—M-G-M	ST—Sterling
DA—Davis	LO—London	TO—Top
CN—Continental	MN—Manor	TC—Twentieth Century
CO—Columbia	MO—Modern	UN—Universal
CS—Coast	MU—Musicraft	VI—Victor
CE—Celebrity	NA—National	VT—Vitacoustic
DE—Decca	RA—Rainbow	
DEL—Deluxe		
EX—Exclusive		

- 1

I'M LOOKING OVER A FOUR LEAF CLOVER

Repeats its position of last week with coin play continuing to boom.

CA-491—Alvino Rey O.

CO-38100—Tony Hill O.

CO-38081—Arthur Godfrey

ME-5105—Frankie Laine

ME-5100—Uptown String Band

MG-10119—Art Mooney O.

MU-543—Polka Dots

RA-10043—Jimmy Saunders

SI-15117—Ray Bloch O.

TR-220—Alexander O.

VI-20-2668—Three Suns
- 2

MANANA

Moves up another notch to take over the second spot this week.

CA-15022—Peggy Lee

DE-24333—Mills Bros.
- 3

NOW IS THE HOUR

In fourth place last week—into the third spot here.

CA-15024—Margaret Whiting

CO-38061—Horace Heidt O.

DE-24279—Bing Crosby

MA-1191—Eddy Howard O.

ME-5103—Les Paul Trio

MG-10125—Kate Smith

MU-532—Shep Fields O.

SI-15178—Ray Bloch O.

VI-20-2704—Charlie Spivak O.
- 4

BALLERINA

Drops a pair to garner the fourth spot this week. Still racking up heavy play in the phonos.

CO-38381—Buddy Clark

DE-24265—Enric Madreguera

DE-24278—Bing Crosby

ME-5075—Jerry Shelton Trio

MG-10035—Jimmy Dorsey O.

MU-15116—Mel Torme

VI-20-2433—Vaughn Monroe O
- 5

BEG YOUR PARDON

Moves up from sixth place to grab the fifth slot this week. No mistakes with this one.

BU-1012—Francis Craig

CA-490—The Dinning Sisters

CO-38036—Frankie Carle O.

MG-10140—Art Mooney O.

VI-20-2647—Larry Green O.
- 6

GOLDEN EARRINGS

Bounces around the board to turn up in sixth place this week. Ops report play continuing heavily.

CA-15009—Peggy Lee

CO-37932—Dinah Shore

DE-24270—Guy Lombardo O.

DE-24278—Bing Crosby

ME-3072—Anita Ellis

MG-10085—Jack Fina O.

VI-20-2585—Charlie Spivak O.
- 7

SERENADE OF THE BELLS

Moves up from the bottom to grab onto seventh place.

CA-15007—Jo Stafford

CO-37956—Kay Kyser O.

DE-24258—Guy Lombardo O.

ME-5090—Vic Damone

MG-10091—Bob Houston

VI-20-2372—Sammy Kaye O.
- 8

HOW SOON

Repeats its position of last week, after a sensational ride across the boards.

CO-37952—Dinah Shore

DE-24101—Bing Crosby—Cavallero O.

CON-11004—Jimmy Atkins

MA-1179—Dick Farney

ME-5069—John Laurenz

TO-1258—Jack Owens

VI-20-2523—Vaughn Monroe O.
- 9

I'M MY OWN GRANDPAW

Drops to the ninth spot. Still culling coin tho.

CA-15033—Jo Stafford

CO-38068—Tony Pastor O.

DE-24268—Guy Lombardo O.

KI-694—Grandpa Jones

ME-6087—Tiny Hill

MG-10136—The Korn Kobbler

MU-536—Esmeraldy

TC-20-33—The Jesters

VI-20-2563—Lonzo & Oscar
- 10

I'LL DANCE AT YOUR WEDDING

On the bottom this week. Ops still buying with play holding tight.

CA-15009—Peggy Lee

CO-37967—Ray Noble O.

DE-24266—Jeanie Leitt

ME-5090—Vic Damone

MG-10095—Helen Forrest

VI-20-2512—Tony Martin

IN FIRST 3 DAYS OF RELEASE

BREAKS ALL SALES RECORDS

Bigger than "FOUR LEAF CLOVER"....

ART MOONEY

and his Orchestra's
SMASH RECORDING OF

"BABY FACE"

backed by

"ENCORE CHERIE"

M-G-M Record No. 10156

Opening!

MARCH 10th
ROXY THEATRE, NEW YORK

THANKS OPERATORS, DISK JOCKEYS
AND DEALERS FOR MAKING OUR

"FOUR LEAF CLOVER"

THE No. 1 RECORD IN THE COUNTRY

Art Mooney

on **M-G-M RECORDS**

Record Exploitation by: HENRY OKUN

THE CASH BOX

Record Review

"What's Good About Goodbye" (3:04)
"Hooray For Love" (2:58)

DINAH SHORE
(Columbia 38094)

● More deep moving music from the forthcoming Universal-International flicker "Casbah" with chirp Dinah Shore to spill the fragrant wordage to "What's Good About Goodbye". Wax weaves in slow tempo as thrush Dinah spills the vocal spot in strong powerful tones that satisfy. It's gravy for the romance crowd—they'll huddle next to this one night and day. Dinah's soft gilded tonsils weave magic musical moments behind the tender instrumental work of maestro Harry Zimmerman. On the flip with "Hooray For Love", our lass switches to the lighter side with this gay pleasing tune. Wax is repetitious and catchy at the same time. Ork blending by Sonny Burke is superb—he strikes the right medium on this deck. The pair will go strongly wherever the Shore fans float—and that covers loads of territory.

"It Was Written In The Stars" (3:06)
"What's Good About Goodbye" (3:01)

DICK HAYMES
(Decca 24326)

● Romantic purring of piper Dick Haymes and a pair of strong ballads that are bound to be featured in the phonos in the very near future. Dick strikes gold with his rendition of "It Was Written In The Stars", a haunting melody that will have phono fans across the land singing this bit. The choir boy's rendition is soft and tender and gilded with a touch of velvet for the superb meaningful ways of this ditty. On the backing with more flicker music, Dick keeps the splendor of this performance going in high gear with his version of "What's Good About Goodbye". It's more meat for the moon-in-june kids; and heavily sugar coated it is. They'll play this pair anywhere and especially so when the lights are low.

"Gentleman Friend" (2:46)
"Love Me Or Leave Me" (2:51)

SARAH VAUGHN
(Musicraft 539)

● Click chick Sarah Vaughn and more meat for ops with race spots with this duo labeled "Gentlemen Friend" and "Love Me or Leave Me". Able backing by the Jimmy Jones Quartet spot the disk off to a good start, with Sarah's charming pipes sounding prettily throughout the wax. Topside is a show tune to which Sarah blends beautifully. Flip, a standard that is ever popular might click big with the crowd that goes for good music. The chirp's following is enough to warrant your getting next to this pair.

"Mama's Gone Goodbye" (3:01)
"Side By Side" (2:57)

DICK JURGENS ORCH.
(Columbia 38107)

● Long missing from the phonos as a featured name, maestro Dick Jurgens steps out with a pair that may well re-establish him in the forefront of the juke box clan. Top deck, labeled "Mama's Gone Goodbye" shows as a piece to which the sedate dinner crowd can get next to in a big way. Wax moves in medium slow tempo with loads of sweet and reed echoing throughout. Backing, "Side By Side" is another ditty well loaded with possibilities to score. Piper Jimmy Castle offers the vocal refrain here with the chords blending in smooth fashion. Both sides look to hypo phono play—lend an ear here.

DISK O'THE WEEK

"It Was Written In The Stars" (3:02)

"It's Monday Every Day" (3:00)

JO STAFFORD
(Capitol 14040)



JO STAFFORD

● The storm bound to rise once this cookie gets around will hit every city, village and hamlet in the nation—but big! Chirp Jo Stafford goes all out on this ultra sweet piece titled "It Was Written In The Stars", to turn out one of her best performances ever. From the forthcoming Universal-International flicker "Casbah", the ditty is bound to come in for some extra-heavy plugging once the pic breaks. It's Stafford at her best—purring in strong sentimental tones that rate like a spade flush. Mood of the song is set way up high with the depth and feeling lying in her vocal strains building to a beautiful crescendo. On the flip with another excellent rendition, Jo displays her vocal charm in a shower of splendor around "It's Monday Every Day". Actually there are no A or B sides to this platter—they both are exceptional phono material. This side shows Jo wailing this blue piece in soft, harmonious teasing tones that should go a long way toward hypoing phono play. Orchestral backing by maestro Paul Weston and his boys rates an orchid—they blend with the canary in superb manner throughout the waxing. Don't hesitate one instant with this duo—it's a coin natural!

"There Ought To Be A Society" (2:58)
"Worry, Worry, Worry" (3:00)

KAY KYSER ORCH.
(Columbia 38106)

● Pair of delightful sides by maestro Kay Kyser and the tempo of "There Ought To Be A Society" and "Worry, Worry, Worry" stepping out. Top side should rapidly become a heavy plug item on the phonos—it's that cute. Vocal spot by chirp Gloria Wood is full of pleasure and makes for favorable listening. Beat of the ditty and message therein backs up like a spade flush throughout the needling. Flipper is a cute novelty piece that is infectious enough to catch on heavily. Harry Babbitt and the Campus Kids join for the merriment offered here with the refrain continuing in the gay happy vein. Both sides should make fair musical attractions.

FIGURES SHOWN FOLLOWING SONG
TITLES, INDICATE PLAYING TIME
OF RECORD.

"There Ought To Be A Society (3:00)
"They Can't Make A Lady Out Of Me" (2:59)

JANETTE DAVIS
(Columbia 38096)

● Bowing into the disk spotlight, chirp Janette Davis pitches pipes to come up with a comely pair of hypo ditty's that might strike your fancy. Offering the light and mellow wordage to "There Ought To Be A Society" on the top deck, Janette spills the vocal refrain in sharp tones, while the Archie Bleyer ork fill in the background. It's high powered catchy material that might start the kiddies howling. Flip is more kick wax titled "They Can't Make A Lady Out Of Me". Wordage weaves around the title with effective tonsiling throughout the wax. Top side is the one that will grab off the headlines.

"It's The Bluest Kind Of Blues (2:52)
"You Turned The Tables On Me" (2:17)

PATTI PAGE
(Mercury 5098)

● This kid can chirp for me any day in the week. Utilizing better tone and rhythm than we've heard in a long time, thrush Patti Page steps out in high gear with "It's The Bluest Kind Of Blues" and "You Turned The Tables On Me". Patti's bright patters on the top side show effectively with loads of meaningful splendor in her rendition. Stuff is blue—the gal's tonsils fit the mood of the ditty like a glove. On the backing with "You Turned The Tables On Me", Patti comes thru for ops, once again with another dreamy piece bound to make the kids float high. Orchestral flavor by the George Barnes trio spikes the cookie. Patti Page for plenty of paddy-cakes in the form of buffalo heads.

"My Gal Is Mine Once More" (3:03)
"Starlight Rendezvous" (3:01)

TOMMY DORSEY ORCH.
(Victor 20-2724)

● More music from the much heralded musical production "Inside USA", with the rhythm of "My Gal Is Mine Once More" offering the cause for excitement. It's one of maestro Tommy Dorsey's better disks in many a moon. Enticing vocal treatment by a vocal ensemble sets the stage for this heavenly piece of sugar and spice. Wax drifts like a cloud with the backdrop furnished by maestro Dorsey exemplifying his astute performance. Flip is more material for the star gazers with a galaxy of pipers coupled on "Starlight Rendezvous". Pipers Harry Prime, Audrey Young, The Clark Sisters and The Town Criers join hands for the sweet stigma of this ditty. Both sides are tailor made for those quiet spots—especially so with the top deck.

"Jungle Rhumba" (2:49)
"Ok'l Baby Dok'l" (2:51)

XAVIER CUGAT ORCH.
(Columbia 38095)

● The metro of this one should have the hep hip-swivelers clamoring like mad. Xavier Cugat with this ditty that'll stir the heart and soul of every rhumba fan. Titled "Jungle Rhumba", Cugie gives out with a ton of lavish Latin rhythm that sparkles all the way. Stuff is made for dancing pleasure—you just can't sit still. On the flip with "Ok'l Baby Dok'l", the maestro showers piper Aladdin to the fore to spill the charming novelty wordage. Wax rings true with the vocal spot effective as it stands. Top side for the moola.

A Smash Hit!

"TOOLIE OOLIE DOOLIE"

(The Yodel Polka)

Recorded by

VAUGHN HORTON • ANDREWS SISTERS

on
CONTINENTAL #C1223

on
DECCA #24380

HENRI RENE • DICK HAYMAN

on
RCA VICTOR #25-1114

on
STELLAR #1013A

(More Records to Follow)

The Critics Rave!

"The novelty tune sensation via Continental Records, 'TOOLIE OOLIE DOOLIE' . . . experts predict a sale of a million platters"

WALTER WINCHELL

"I am using this record on 400 Mutual Stations"

MARTIN BLOCK

Chosen "SLEEPER OF THE WEEK"
THE CASH BOX, Feb. 21

"Andrews have one of the best recordings in long time. Ditto Continental."

THE BILLBOARD

Selected "TOOLIE OOLIE DOOLIE" as Record of the Week
EDDY GALLAHER
Station WTOP, Wash, D. C.

"It's on top of my Hit Parade," says:
DAVE "WAAT" MILLER

Published by

CHARLES K. HARRIS
MUSIC PUBLISHING CO., INC.
1619 BROADWAY • NEW YORK 19, N. Y.



Reports have it that the West Coast is fairly sizzling after an alleged blast was leveled at James C. Petrillo and the American Federation of Musicians by a transcription studio. The studio is supposed to have ordered tootler Ike Carpenter to cut, and later getting a negative reply from both Carpenter and Local 47, West Coast AFM representative. Spokesman for the transcription unit allegedly threaten a court order citing the Taft-Hartley Law. Local 47 is reported to have notified AFM national headquarters with diskers, music publishers and the entire music industry avidly awaiting word. As the recording ban wears on, it is rapidly becoming evident that the industry as a unit is becoming irked and more than a bit perturbed. Many major diskers are beginning to feel the bite of losing out on potential sales via solo song hits. Witness the fact that the current hit recording "Manana" has only two labels out with it, Capital and Decca. Platteries are known to be toying with the idea of using their English affiliates to record such songs and then in turn have them sold and distributed here. This in itself will allow music publishers to place more songs and possibly "open up things". We still maintain that the ban will blow off when the boys on Capitol Hill get down to business.

Songs smith-orkster Buddy Kaye dropped around to visit this past week and came up with a hat-ful of interesting dots and dashes. Buddy, who had a hand in such name hits as "Till The End of Time"; "This Is No Laughing Matter"; "I'll Close My Eyes"; and "Full Moon and Empty Arms" has recently come up with another pair that are currently breathing hot and heavy; "Sierra Madre" and "Thoughtless." Buddy's inspiration for "Sierra Madre" came about while he was tracing the adventures of that famous Louisiana pirate, Jean Lafitte. A little reading and pop—a smash song success. Incidentally Buddy recently cut another original piece on MGM wax which we believe will just blow the roof off. Look for "Donna Bella."

Talk about hard luck, Les Paul seems to have his share of it. Les was involved in an automobile accident several weeks ago and wound up in the hospital for over four weeks. While his first Capitol recording is already in the "sensation" class, Les was supposed to have been coming home this week. Reports just received tell us that Les has just been stricken with pneumonia and is now being held at the Oklahoma City hospital for some time longer. In addition, doctors are battling an infection set in his arm. A hearty get well card addressed to Les would certainly do this grand performer a world of good.

Barclay Allen, formerly featured with maestro Freddy Martin, pulls out to start his own band this week with his initial engagement skedded for Ciro's in Hollywood. In the meantime, his Van Es recordings are rapidly gaining ground. . . . Continental Records' "Toolie Oolie Doolie" clipped the 80,000 mark in sales the first week. . . . Top Records names the Jim Martin Co. as distributor in Chicago and the William E. Harvey Co. for the Cleveland area. . . . Hats off to DeLuxe Records, Hal Tunnis, Ziggy Lane and Ruth Wallis. They're running benefit shows for spastic kids. Loads of others in the music biz can follow suit. . . . Operators will be happy to know that the long awaited Nat Cole Capitol disk of "Nature's Boy" will be out in early April. It was a concert gem on the trio's recent tour. Nat and the boys are currently being held over at the Oriental Theatre in Chicago. . . . Ace songwriter Charles Tobias, who gave operators such great hits as "The Old Lamplighter", "When Your Hair Has Turned To Silver", and a zillion others has a Latin piece coming up that looks like a smash. Keep your eyes peeled.

THE CASH BOX

Record Reviews

"Dream Girl" (3:01)
"Haunted Heart" (2:51)

GEORGE PAXTON ORCH.
(MGM 10153)

● It's a sure fire musical bet from the forthcoming Paramount flicker of the same name, "Dream Girl" that grabs the lead here. With musical accompaniment furnished by maestro George Paxton, the deck takes on an air of splendor. Piper Dick Merrick to wail the pleasing wordage in soft dulcet tones that satisfy. Ballad is offered with loads of meaning, while the Paxton boys back the balladeer excellently. On the flip with "Haunted Heart," from the musical production "Inside USA," it's choir boy Dick to spill the vocal refrain once more. Tune is bound to reach the top and should come in for some heavy flack once the show breaks. Both sides make for favorable listening pleasure — Paxton's rapidly growing clan should go for this duo.

"I'm Out To Forget Tonight" (3:03)
"Intrigue" (2:58)

BILLY ECKSTINE
(MGM 10154)

● Graceful vocal styling of balladeer Billy Eckstine and another top notch pair to which his many fans can latch onto. The deep, expressive tones with which Billy purrs with on the pair aptly prove the sincere, fineness of his voice. Titled, "I'm Out To Forget Tonight" and "Intrigue," Billy displays his vocal chords in brilliant form, while maestro Hugo Winterhalter flourishes behind with loads of singing strings. On the back with "Intrigue," Billy once again renders an immaculate performance with the powerful wordage here filling the air with a ton of sincerity. Both sides should meet with excellent approval from his many fans—latch on!

"I've Only Myself To Blame" (3:00)
"But Beautiful" (2:53)

FRANKIE LAINE
(Mercury 5096)

● More throbbing tones by the great Frankie Laine and the tempo of "I've Only Myself To Blame" and "But Beautiful" seeping thru. Frankie's stylish tonsils weave a charm about the listener, putting you in a very receptive mood. Top deck grabs the spot, with Frankie wailing slow and steady while maestro Carl Fischer gives out with the musical accompaniment. Its sung as only Frankie Laine can sing it, with loads of tricks and quivers therein to polish the platter. Flip is currently kicking up a storm—Frankie's rendition should boost it higher. The man is hot—get next to this pair.

"Moonlight Bay" (2:37)
"Let The Rest Of The World Go By" (2:42)

BRAD REYNOLDS
(Sing-A-Tune 505)

● Something new in the way of platters for music operators. Bowing into the disk spotlight with this release, Brad Reynolds offers participation singing to ops with tavern locations, with his rendition of two old favorites titled "Moonlight Bay" and "Let The Rest Of The World Go By." Both sides should be familiar to ops as well as music lovers everywhere. Reynolds rendition of the pair is extremely favorable and makes for pleasant listening. Second chorus of each side allows the listener to join in—a new twist which might hypo phono play. Instrumental backing provided by the Irv-

SLEEPER OF THE WEEK

"My Irish Colleen" (2:41)
"Evening Bells" (2:37)

DON RODNEY
(Dana 2003)



DON RODNEY

● First click platter for the coming Easter season and a hunk of wax that's loaded with beauty. Popular piper Don Rodney to the mike with an original piece titled "My Irish Colleen" sets the stage for an avalanche of coin playing bound to break about the tune. Don's pipes pitch in low soft mood, surrounded by an aura of musical splendor provided by the rapturous refrain of singing strings throughout the waxing. The melody of the tune is gay and dreamy, and should satisfy the pleasure of the most ardent music fan. Lyrics of the song are wrapped around the title, with Don's scintillating vocal performance dazzling all thru. On the back with "Evening Bells," the choir boy once again displays his delicate tonsils to another effective side. It's more slow drifting music to which the cuddle kids can get next to. "My Irish Colleen" should please the fancy of a zillion kids—it's a bonny bell ringer, it is.

ing Miller ork flavors the wax, altho the spotlight shines brightly on the piper. The pair deserve a spot in your machine—if only to see the results.

"Muchachita" (2:21)
"Loch Lochmond" (2:24)
BARCLAY ALLEN RHYTHM FOUR
(Van Es 1006)

● Bright sparkling ivory fashions of top notch piano thumper Barclay Allen, and a pair that should beckon coin play any day in the week. Barclay sets rights with his rendition of the stylish Latin piece "Muchachita" to switch to a Scotch theme with "Loch Lomond" on the flip. Top side for all the gravy. Latin flavor injected here should suit the hep rhumba fans. It's tainted with just the right amount of taunting rhythmic styling to attract the star gazers too. Backing shows just as adequately as the top deck, with the faint Scottish air blending smoothly all thru. Both sides for the light spots.

"Pin Up Polka" (2:20)
"What Do You Want To Make Those Eyes At Me For" (2:47)
LE MONTI'S TU-TONES
(Aristocrat 508)

● What with the nation polka happy these days, we can't possibly see how this thing can miss. It's the highly publicized "Pin Up Polka" with Le Monti's Tu-Tones offering the vehicle here. Lee and the gang do the ditty up mellow, replete with lavish rhythm throughout. Vocal spot by Mario Lozer adds loads to the tune, setting it up for some heavy needling. On the flip with more top notch music, Lee and the boys give with "What Do You Want To Make Those Eyes At Me For." Wax is an immaculate performance for the combo and should win wide favor. Bay all means grab this platter—we're sure it will hypo your phono play.

"Robbins Nest" (2:47)
"Tacos, Enchiladas & Beans" (2:49)
SAM DONAHUE ORCH.
(Capitol 493)

● The flavor of this cookie is bound to send phono fans on the rampage again. Following the smash success of "I Never Knew," maestro Sam Donahue sends a pair that are bound to stir up coin play throughout the nation. Top deck, titled "Robbins Nest," is the now familiar click ode to a disc jock. Mood of the song flourishes with brilliant rhythm throughout, with maestro Sam grabbing a spot here and there. Flip is a bit of a novelty theme, with chirp Shirley Lloyd to offer the vocal treatment. "Tacos, Enchiladas & Beans" shows as a fair kick to which the many Donahue fans can latch onto. Wordage of the ditty is cute all thru, with the thrush's vocal spot rounding out the side. Get next to "Robbins Nest"—pronto.

"I'm Not So Bright" (2:58)
"That's Gratitude" (2:49)
MARTHA TILTON
(Capitol 15042)

● Back into the Capitol fold, chirp Martha Tilton spills her first release here with a pair of brightly fashioned sides which might grab off a load of attention in the phonos. Titled "I'm Not So Bright" and "That's Gratitude," the lass pitches pipes to come up with some soothing material. Top deck weaves in slow metro with the wordage of the song offered in teasing fashion. It's a beautiful ballad and bound to snare sighs from the cupid set. Flip shows as a novelty piece with Martha mixing loads of tricks into her rendition. Orchestral support by maestro Dean Elliot spikes the disk all the way. Both sides are well loaded with possibilities—spin 'em.

"Matinee" (3:01)
"That Feathery Feelin'" (2:57)
GORDON MacRAE
(Capitol 15041)

● Nostalgic tones of pipes Gordon MacRae and a pair that might click heavily with phono fans. It's the mood and pattern of "Matinee" and "That Feathery Feelin'" that set the stage here, with Gordon's heavy tones weaving a pleasurable style throughout. Top deck, currently undergoing heavy plugging might grab the lead. Patterned on the "Ballarina" style, the balladeer's pipes fill the air with loads of sweet romance for the younger set. Flip is in the lighter vein and has loads of attractive wordage to make up for the deepness of the top deck. Altho both sides don't stack up to being exceptional wax, they are nevertheless, adequate filler material.

National Records

VOTED NO. 1
(PITTSBURGH COURIER)

THE
Ravens
VOTED NO. 1 MALE
QUARTET



Ravens 1117

Ink Spots 10

Mills Brothers 10

Golden 10

Ch 10

"TOGETHER"
"THERE'S NO YOU"

NAT.
9042

BILLY

ECKSTINE

VOTED NO. 1 MALE VOC.
(PITTSBURGH COURIER)

LE VOCALIST

Billy Eckstine 1183

Nat Cole 10

Herb Jeffrie 10

Bing Crosby 10

Frankie Lane 10

Charlie Brown 10

Frankie Sinatra 10

Perry Como 10

"ALL OF ME"
"SHE'S GOT BLUES FOR SALE"

NAT.
9041

CHARLIE VENTURA
LILYANN CAROL
(re-issue)

"PLEASE BE KIND"
"HOW HIGH THE MOON"
NAT 7015

"BLUE CHAMPAGNE"
"SYNTHESIS"
NAT 9036

*
THE RAVENS
"FOOL THAT I AM"
"BE I BUMBLEBEE OR NOT"
NAT 9040

"SUMMERTIME"
"WRITE ME A LETTER"
NAT 9038

BILLY ECKSTINE
"GLOOMY SUNDAY"
"IN THE STILL OF THE NIGHT"
NAT 9037

"WHEN MY DAY ROLLS AROUND"
"REMEMBER ME"
by RAY SMITH NAT 5016

*
"SCARS UPON MY HEART"
"SUNDOWN & SORROW"
by BLUE MOUNTAIN BOYS
NAT 5015

*
"YES SIR, THAT'S MY BABY"
"BLOOMING APPLE TREE"
by TED PHILLIPS & ORK
NAT 7020

★★★★



★★★★

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ON CHICAGO'S
SOUTH SIDE!

35-30

Paul Williams Sextet
(Savoy 661)

1

On top of the heap again! Smashing phono play records each and every day say the ops.

SOOTHE ME

Johnny Moore
(Exclusive 259)

2

Bounces into the number two spot. Appeared in fourth place a week ago.

UNION MAN BLUES

Andrew Tibbs
(Aristocrat 1101)

3

Drops one this week but still continues to draw the buffalo heads.

ALL MY LOVE

BELONGS TO YOU

Bull Moose Jackson
(King)

4

Another Bull Moose Jackson winner. In sixth place a week ago, here it is in the fourth spot this week.

BUBBLES

Bill Moore
(Savoy 662)

5

In eighth place last week—into the fifth spot here. Kicking up a storm we hear.

**KEEP A DOLLAR IN
YOUR POCKET**

Roy Milton
(Specialty 522)

6

Drops from third place to take over the sixth spot. Coin play still rolls in the boxes.

CORN SHUCKS BLUES

Little Miss Corn Shucks
(Milton 243)

7

Moves up to seventh place after holding the nine slot last week.

**HONEY, HONEY,
HONEY**

Hadda Brooks
(Modern 524)

8

On the bottom last week, this click Brooks gal keeps moving higher.

BARNYARD BOOGIE

Louis Jordan
(Decca 24300)

9

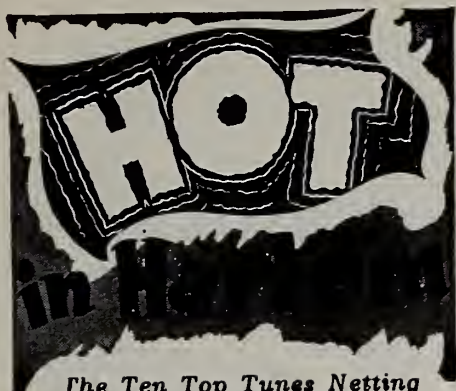
Drops way down to grab onto ninth place after a sensational ride around the boards.

TRUE

Billy Eckstine
(MGM 10123)

10

New ditty in the disk spotlight. Ops peg this one highly.



The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.

35-30

1 Paul Williams Sextet
(Savoy)

Rises to the top of the heap with ops going mad about this one.

2 HONEY, HONEY, HONEY

Hadda Brooks
(Modern 524)

In fourth place a week ago—this sensational culler by chirp Brooks nets her second place this week.

3 I LOVE YOU
YES I DO

Bull Moose Jackson
(King 4181)

Hep Bull Moose Jackson with this smash dinking in third place.

4 GONE AGAIN
Lionel Hampton O.
(Decca 24248)

Still catching heavy coin in a zillion boxes.

5 TRUE
Billy Eckstine
(MGM 10123)

More moola for Billy Eckstine with his rendition of a "true" coin winner.

6 FINE BROWN FRAME
Nellie Lutcher
(Capitol 15032)

The first of a host of new tunes bouncing into the disk spotlight.

7 TOMORROW NIGHT
Lonnie Johnson
(King 4201)

Hep King plattery with another dilly for music ops.

8 SO TIRED
Bill Johnson O.
(Victor 20-2618)

Ops peg this one for a long and healthy stay. Play zooming through-out Harlem.

9 ALL MY LOVE
BELONGS TO YOU
Bull Moose Jackson
(King)

Another Bull Moose Jackson sensation! Keep your eyes peeled on this one.

10 BUBBLES
Bill Moore
(Savoy 662)

"Bubbles" bouncing around like mad. Going like sixty say the ops.

exclusively yours

Doye O'Dell

star of western motion pictures

WESTERN SERIES NO. 27-x

'Shut Up And Drink Your Beer'
'Who Do You Spend Your Dreams
With'



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In The Little Shirt That Mother Made For Me 22-x

Old Shep

Two Eyes, Two Lips (But No Heart) 15-x

Bath Tub Blues

I'm Not Foolin' Now 25-x

Up The River

Wearing My Heart On My Sleeve 14-x

Exclusive
records

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

Title Strip Firm Skeds Indie Diskery Plan

PITTSBURGH, PA.—Dal E. Haun, general manager of the Star Title Strip Co., Inc., this city, announced the availability of a title strip distribution plan to independent record manufacturers this past week.

Star, handling the bulk of title strip manufacture in the nation, and catering to thousands of juke box operators plans on expanding their service to all independent diskeries at a "flat initial run" basis.

In an announcement of the plan to indie platteries, Mr. Haun pointed out that the aim of their firm was to "make our service to operators as complete as possible."

"If your records were among those that we printed title strips for, then these strips helped your sales in two ways," he stated.

"First, they helped you sell more records to the operators that use of service regularly. Second, they helped you sell more records to the retail stores, because every time a juke box fan played their favorite recording on a juke box, the printed title strip informed the player that that was your record, and not one of a dozen others on the market."

"Every one of the title strips printed contained not only the title of the song, the name of the artist, but also the name of the record company and the number of that record."

Title strips it is to be pointed out are valuable to the juke box operator since they dress up his machines.

Godfrey Beams With Gold Polka Platter



NEW YORK—The broad beaming smiles from Edward Wallerstein, (left) chairman of the board of directors of Columbia Records Inc., and Arthur Godfrey, are evidence of mutual satisfaction. Between they they hold the millionth copy of the Columbia recording of Godfrey's "Too Fat Polka", which rose to the top of the nation's song charts in phenomenal time. Mr. Wallerstein presented the gold award to Godfrey on his Chesterfield air show recently. Meanwhile, Godfrey's dishing of "Slap 'Er Down Agin, Paw" continues to draw wide attention.



The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In Los Angeles, Cal.

- 1

WRITE ME A LETTER
The Ravens
(National 9038)
- 2

KEEP A DOLLAR IN YOUR POCKET
Roy Milton
(Specialty 522)
- 3

I LOVE YOU YES I DO
Bull Moose Jackson
(King 4181)
- 4

HONEY, HONEY, HONEY
Hadda Brooks
(Modern 524)
- 5

BARNYARD BOOGIE
Louis Jordan
(Decca 24300)
- 6

RECESS IN HEAVEN
Dan Grissom
(Jewel 2004)
- 7

TOMORROW NIGHT
Lonnie Johnson
(King 4201)
- 8

TRAIN TIME BLUES
Amos Milburn
(Aladdin 206)
- 9

LONG SKIRT BABY BLUES
T-Bone Walker
(Black & White 122)
- 10

FINE BROWN FRAME
Nellie Lutcher
(Capitol 15032)



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"TOGETHER"
"THERE'S NO YOU"
National 9042

WATCH
For
"HEARTBREAKER"
Aqua String Band
5119

★

MERCURY RECORDS

Standard Songs are MONEY MAKERS!

"WHEN MY DREAM BOAT COMES HOME"
Recorded by
BING CROSBY.....Decca 1615
AL DONAHUE.....Decca 15028
GUY LOMBARDO.....Victor 25435
CLAUDE HOPKINS QUARTET
Rainbow 10040

Published by M. WITMARK & SONS

MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.



Specialty RECORDS, INC.
311 VENICE BLVD.
LOS ANGELES 15
CALIFORNIA
PRospect 6229

Roy Milton's
Latest
"KEEP A DOLLAR IN YOUR POCKET"
backed by
"MY BLUE HEAVEN"
SP522



The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In New Orleans, La.

- 1 HONEY, HONEY, HONEY**
Hadda Brooks
(Modern 157)
- 2 BELL BOY BOOGIE**
Todd Rhodes
(Vitaoustic 1001)
- 3 HEY LITTLE GIRL**
Paul Gayten Trio
(De Luxe 1138)
- 4 I LOVE YOU YES I DO**
Bull Moose Jackson
(King 4181)
- 5 I CAN'T GIVE YOU ANYTHING BUT LOVE**
Rose Murphy
(Majestic 1204)
- 6 845 STOMP**
Earl Bostic
(King 4198)
(Gotham 154)
- 7 MY LOVE IS LIMITED**
Amos Milburn
(Alladin 201)
- 8 STORMY MONDAY BLUES**
T-Bone Walker
(Black & White 122)
- 9 MISS FANNY BROWN**
Roy Brown
(DeLuxe 1128)
- 10 WRITE ME A LETTER**
The Ravens
(National 9038)

Philly Phono Ops Select "Shine" As Click Tune

PHILADELPHIA, PA—More than two thousand howling, happy teen agers gathered at the Click Club, this city on Saturday, February 28 to participate in the March Click Tune Party, co-sponsored by the Philadelphia Phonograph Operators Association and Frank Palumbo, prominent nitery owner.

The tune selected as the Click Tune of the Month was "Shine." Recordings of the song will be placed in the number one spot on the more than 3000 juke boxes in the Philadelphia area.

Feature of the party, the Harry James "Wanna Blow A Horn" contest, met with enthusiastic reception on the part of the many youngsters. In addition, the phono ops monthly award of a new automatic phonograph to a local high school was widely applauded.

Palumbo, whose immense charitable efforts on behalf of Philadelphia's youngsters have won him recognition throughout the nation, provided tiers of food, candy, soda and ice cream for the party.

The record that won the Click award, was Frankie Laine's Mercury recording of "Shine." Running second in a closely contested race was Art Mooney's MGM version of "Big Brass Band From Brazil."



Awarded
for the
Best Record
of 1947

VITA*coustic*

MEANS
"LIVING SOUND"

All Time Standard
NICKEL NABBERS

by
AMERICA'S OUTSTANDING
WHISTLING VIRTUOSO

FRED LOWERY

and Lovely
DOROTHY RAE

THE GIRL WITH A SMILE
IN HER VOICE

"TREES"
"SONG OF INDIA"
Columbia 37864
(C-148)

on COLUMBIA RECORDS

HERE'S THAT
Money-Makin'
BAND AGAIN



Dick
JURGENS
and his Orchestra

WITH HIS LATEST
Money-Makin'
COLUMBIA
RECORD RELEASE

"MAMA'S
GONE
GOOD-BYE"

and
"SIDE BY SIDE"
COLUMBIA RECORD #38107

OPERATORS, HERE IS THAT MONEY-
MAKIN' HIT YOU'VE BEEN ASKING
FOR—ORDER NOW FROM YOUR
COLUMBIA DISTRIBUTOR.

Personal Manager
WILL JURGENS
Press Relations
WAYNE VARNUM ASSOCIATES

Short Shots

From the Hills and Plains

A whole batch of entertaining records were recorded just before the recording ban became effective by Andy Parker and his Plainsmen, Capitol Records announced this past week. Parker's first release will couple "Ruby Red Lips" with "Texas Belle", which was introduced for the first time on Cottonseed Clark's KTLA television program in Hollywood last month. Parker and the Plainsmen also engraved a couple of sides with Tex Ritter, slated for early release.

We hear Eddy Arnold gets a \$1,000 guarantee per night. Eddy is currently touring California auditoriums and really packing 'em in. . . . Spade Cooley dropping his trumpets and saxes in favor of an authentic Western combo. . . . Tex Williams hired Joaquin, ace steel guitar man in the biz. . . . Hal Horton really doing a wonderful job at KRLD promoting folk artists. . . . Kitty Carson hitched to Smiley Wilson. The pair are featured daily over WGAD, Gadsen, Ga. . . . Hank Penny, King Records star, made his debut over television recently at WLW, Cincy TV unit. . . . Song folios of Grandpa Jones and Cowboy Copas, pair of King artists riding hot and heavy, have just been pubbed by Lois Music Co., a King affiliate.

Merle Travis playing a series of dates for the Veterans of Foreign Wars. Milo Twins appearing with Merle. . . . Tex Ritter's disk of "Dallas Darling" started a whirlwind of activity down in Dallas recently. A contest was started to find a beautiful girl who would be "Dallas Darling". The entire thing is being tied into an Army recruiting program. . . . Veteran folk in the music biz sorrowed at the passing of J. Keirn Brennan, ace songwriter. Brennan authored such song hits as "Empty Saddles", "A Little Bit of Heaven" and "Boy of Mine". Brennan

died at his Hollywood home early in February. He is survived by a brother and daughter. . . . Tex Williams, we learn, recorded maestro Stan Kenton's theme "Artistry In Jazz" with a Western twang. Using no saxes or trumpets, Tex cut the piece tagging it "Artistry In Western Swing". Tex used four fiddles, a harp, accordion and three guitars. . . . Stan Kenton, presently on tour was not available for comment. . . . Dave Miller continues to break it up in Newark, via his WAAT show. . . . Vaughn Horton skedded for a nation wide tour with his latest click tune "Toolie Ooolie Doolie". That ditty really is a smash and is bound to be gobbled up by one and all.

Current Releases by KING

BULL MOOSE JACKSON

with
ALL MY LOVE BELONGS TO YOU

backed by
**I WANT A
BOWLEGGED WOMAN
KING 4189**

KING

1540 BREWSTER AVE., CINCINNATI 7, OHIO

THE CASH BOX REPORTS

THE NATION'S

HILLBILLY

FOLK & WESTERN

JUKE BOX TUNES

**1 SLAP 'ER DOWN
AGIN, PAW**
Esmerelda
(Musicraft 524)

**2 I'M MY OWN
GRANDPA**
Lonzo & Oscar
(Victor 20-2563)

3 NEVER TRUST A MAN
Rosalie Allen
(Victor 20-2608)

**4 WALTZ OF THE
WIND**
Roy Acuff
(Columbia 38042)

**5 SIGNED, SEALED AND
DELIVERED**
Cowboy Copas
(King 658)

ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY

BUBBLES IN MY BEER
Bob Wills
(MGM 10116)

**DON'T FLIRT WITH
ME**
Hank Thompson
(Capitol 40085)

ROSES HAVE THORNS
Jerry Irby
(MGM 10117)

**THE KIND OF LOVE
I CAN'T FORGET**
Bob Wills
(Columbia 37926)

**I'LL HOLD YOU
IN MY HEART**
Eddy Arnold
(Victor 20-2332)

The CASH BOX—FEB. 21

DISK OF THE WEEK

TO
ELLIOT LAWRENCE

and his Orchestra

FOR THE SENSATIONAL *Columbia* RECORDING
OF

"SHAUNY O'SHAY"

and

"SUGAR BEAT"

Columbia # 38084

SHAUNY O'SHAY
a natural for
St. Patrick's Day

Week March 8th
Frank Palumbo's
CLICK, Phil.

Columbia Records

THE CASH BOX
says . . .

click tune from "click musical"
"Look Ma, I'm Dancing" grabs the
featured spot for a jackpot full
of phono play by Elliot L. . . .
"Shauny O'Shay" will keep the
phonos hopping like mad.

"Folk" and "Western" RECORD REVIEWS



"Let's Talk Our Troubles Over"
"Nothing But The Blues"

YORK BROTHERS
(King 690)

● What a ditty this one is! Sure as rain to clinch with phono fans throughout the nation is this bit offered in top notch styling by the York Brothers. Titled "Let's Talk Our Troubles Over", the ditty shows as a nostalgic heart throb cookie to which the bounty of folk fans can latch onto. Instrumental string work is of grade A caliber, while the York tonsiling is both infectious and pleasing. On the flip with "Nothing But The Blues", the crew offer a rhythmic affair hanging around the title. Backing here is adequate altho too brash. It's the top deck and "Let's Talk Our Troubles Over" that they'll be talking about—run out and grab a zillion.

"Swamp Woman Blues"
"Love In An Aeroplane"

THE MILO TWINS
(Capitol 40094)

● Pair of flashy sides to which folk music ops may take to are these offered in pleasing and effective styling by the Milo Twins. Coupling a catchy harmonica-guitar combo on the top side, the rhythm offered here fills the air with favorable musical moments. On the flip with "Love In An Aeroplane", the gang show with more pleasing melody, with the vocal spot shining mellow. Altho the pair won't stop traffic, ops can use the stuff as filler material.

"Pan American"
"I Suppose"

HAWKSHAW HAWKINS
(King 689)

● Top notch warbling of Hawkshaw Hawkins and the rhythm of "Pan American" and "I Suppose" seeping thru here. Top deck is another choo choo story that should grab off a load of coin play floating around. Flip is some onion material with the lead of "I Suppose" rounding out the side. Wide following of Hawkins may account for the calls you are bound to get. We go for the top deck.

"What's Another Heart To You"
"A Petal From A Faded Rose"

EDDIE KIRK
(Capitol 40092)

● Pair of tearful ballads spring up here with the nasal tones of cowhand Eddie Kirk ringing true on "What's Another Heart To You" and "A Petal From A Faded Rose." Both sides offer singing strings with Eddie's pleasing vocal styling spiking the platter. Top deck grabs the lead for the Western spots, while the flip slows up for more hearts and flowers. Where they go for Kirk, they'll hold still for this pairing.

EXTRA

Musicraft News

EXTRA

CARSON CAPTURES COIN 2 RECORDS HIT AND RUN WILD

PIANISSIMO

backed by

WHAT DID YOU WANT TO MAKE THOSE
EYES AT ME FOR

MUSICRAFT # 527

★ ★ ★ ★ ★

THE FEATHERY FEELIN'

backed by

I HATE TO LOSE YOU

MUSICRAFT # 541



MINDY
CARSON



THE BEST IN

MUSIC ON RECORD

the
Commanders

"Lonesome Road" 20-567

Modern RECORDS
hollywood

A Must For Juke Box Ops!

"THE PIG LATIN WAY"

Backed by

"When I'm With You"
Mecca 3148

CHOICE TERRITORIES STILL AVAILABLE

Order From MAJOR DIST. CO., 563 W. 42nd St., New York

MECCA RECORDS

545 Gorge Rd., Cliffside Pk., N. J.



EDDIE "Mr. Cleanhead" VINSON

World's greatest blues
singer and his orchestra

Exclusive MERCURY Recording Artist

Current Hit!

"OIL MAN BLUES"
"WANDERING MIND
BLUES"
Mercury No. 8067

UNIVERSAL ATTRACTIONS • 347 MADISON AVE., N. Y.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

BULLET

HITS AGAIN!

2 Great Records
BY
2 Great Stars!



BOB CROSBY

*Star of Campbell
 Soup's Club 15*

Aired Monday, Friday
 on CBS, sings . . .

IT'S GOT TO BE

*A great new tune
 . . . that's "Got To
 Be" . . . on every
 Juke Box — and*

YOU'RE MY EVERYTHING

*A great old standard
 Both on Record
 Number 1020*

FRANCIS CRAIG

plays

BEG YOUR PARDON

OVER 500,000

ALREADY SOLD

Today's tune sensation

*Backed by the nation's
 next No. 1 HIT . . .*

(Turn it over and see)

I'M LOOKING FOR A SWEETHEART

*A great tune written
 by Daryle Hutchins,
 writer of*

I WONDER, I WONDER

Record Number 1012



CHICAGO—Gene Austin who is recording for the Universal label, visited with Jimmy Martin, local record distrib, at his home, and Gene played 'way into the night entertaining all present. . . . Jimmy Martin also reports that Lee Monti . . . of the Tu Tones . . . frequently calls around his headquarters . . . listening to disk purchasers and grabbing ideas on what to record next. . . . We hear that Jack Owens has a sweet platter in "Melancholy" which he made for Dick Bradley's Tower label. . . . Dick Bradley's trip to the west coast, it is reported, was to set up his new offices there under George Howie . . . from there Dick went to Detroit, Cleveland and then the east coast to visit with distrib. . . . Dick also reports that Marie Shaw has just cut eight sides for him . . . her first release to be good, old "St. Louis Blues".

Tony Valerio of Melody Sales Co., San Francisco (Mercury distrib) pulled into town last week and was hosted about by Sy Stern and Jackie Smith of Mercury . . . from what Sy reports they started at the Shangri-La, then on to the College Inn, the London House, "and then", remarks Sy, "we digressed". . . . Jerry Abbott's first platter for Aristocrat, "Just Friends", backed by "My Sweetie Went Away", is being released now . . . and Evelyn Aron of Aristocrat tells me they believe it will be a clicker . . . by the way, Jerry opened last week at the Latin Quarter in Cincinnati. . . . Murray Arnold at the Palmer House will be replaced by Skinnay Ennis March 18.

Randolph Street's curb musicians talking about the very fine music being purveyed by Tommy Carlyn, currently at the Trianon . . . and claiming Tommy's gonna go places. . . . Warner's will plug "Bye Bye Blackbird" as soon as they feel "Four Leaf Clover" has done its duty to the firm. . . . George Olsen's recording of this oldie is skedded for very early release. . . . Adams, Vee & Abbott pubbery hotter than a \$10 pistol over that Victor platter of their new tune, "Hawaiian Cowboy" recorded by Roy Rogers . . . the firm believes that it'll hit the peak in sales . . . and then some. . . . That reminds me . . . saw Fred Forster and some of the guys he does his shootin' with walking down Wabash with two guns in his hands . . . the other boys had come here for the Sports Show . . . said Fred, "Looks like we'll need these in the music biz very soon" . . . maybe he's got something there.

Jerry Glidden's second option was just picked up by the Congress . . . so it looks like they'll be dancin' to his dancin' tunes at the Glass Hat for sometime to come. . . . And that, I'm told, is another instance of "local boy makes good". . . . Charlie Ventura has just revamped his sextet . . . the outfit now includes three of his brothers, and, from all reports, looks very, very good . . . they're being featured at the Blue Note. . . . Christine Randall, one of Vitacoustic's platter stars, is currently appearing at the Tin Pan Alley . . . and Vitacoustic believes she'll popularize many a tune she disked at this well known spot. . . . Raymond Scott is packin' 'em in at the Rag Doll . . . which is one spot that features the features . . . and Raymond's reported to be headin' away up thar with his tuneful tunes.

"Doc" Evans and his five piece combo gave out with a three hour Dixieland jazz session . . . strictly for the "under 21" set . . . who don't get a chance to catch him at the Bee Hive where he's featured . . . for a half hour the session was broadcast from the stage of the 8th St. Theatre by WJJD . . . and the consensus was that "Doc" is a "true jazz musician" . . . which ain't bad boys and girls . . . that ain't bad. . . . Nat (King) Cole and his trio still standin' them on their ear at the Oriental here with the King gettin' plenty of applause for his grand efforts . . . his last radio show showin' him off to true advantage.

West Coast Plattery Blasts Disk Ban

LOS ANGELES, CALIF. — Standard Radio Transcriptions, this city, reportedly issued notice to James C. Petrillo and the American Federation of Musicians, that unless union representatives met with them to negotiate differences in the current recording ban, they would take action with the National Labor Relations Board.

This is the first reported case in which a segment of the industry, diskery or transcription, halted from cutting by the ban, has taken action. Recently, Capitol Records issued a recording order to one of their artists. At present, nothing has developed since their order. The transcription service will allegedly cite the provisions of the Taft-Hartley Law, in the event that the union does not meet with them.

Grogan Rejoins King

CINCINNATI, O.—King Records Co., this city, announced the re-appointment of Phil Grogan as manager of the advertising and sales promotion departments for the firm.

Grogan disclosed that the plattery plans on expanding their sales promotion department, by adding additional men to cover juke box operators and disk jockeys throughout the nation.

Mr. Grogan temporarily left the King firm three months ago. Prior to that he was associated with several recording companies, and has a wide knowledge of the recording business.

Lutcher Visits With Wash. D. C. Music Op



WASHINGTON, D. C.—Visiting with local music operator Hirsch De LaViez and disk jockey Eddie Gallaher, WTOP, click Capitol Records chirp Nellie Lutcher eyes her latest recordings on the Packard phonograph on display.

Nellie's "Fine Brown Frame" is currently reported to be kicking up a storm throughout the nation.

De LaViez and Gallaher sponsor a weekly juke box "record of the week" show in Washington, D. C.

HITS OF THE WEEK on M-G-M Records

NORO MORALES

and his Orchestra

HORA STACCATO

Flute Solo by Esy Morales

CHEN CHEN CO

M-G-M 10152

DAVID ROSE

and his Orchestra

STARDUST SENTIMENTAL JOURNEY

M-G-M 30058

BILLY ECKSTINE

Orchestra directed by
Hugo Winterhalter

INTRIGUE

(From the Star film "Intrigue")

I'M OUT TO FORGET TONIGHT

M-G-M 10154

GEORGE PAXTON

and his Orchestra

DREAM GIRL (From the Paramount picture "Dream Girl") HAUNTED HEART

(From the production "Inside U. S. A.")
Both vocals by Dick Merrick

M-G-M 10153

SY OLIVER

and his Orchestra

YOU KNOW WHAT THE TROUBLE IS BABY

Vocal by Tommy Roberts

LAMMAR'S BOOGIE

M-G-M 10133

FRANKIE MASTERS

and his Orchestra

IF YOU KNEW SUSIE

(From the RKO picture "If You Knew Susie")
with The Swing Masters

SCATTERBRAIN

with The Swing Masters

M-G-M 10155

JERRY IRBY

and his Texas Ranchers

ANSWER TO DRIVIN' NAILS IN MY COFFIN CRYIN' IN MY BEER

M-G-M 10151

M-G-M COIN CATCHERS

ART LUND'S *But Beautiful* M-G-M 10126

KATE SMITH'S *Now Is The Hour* M-G-M 10125

BOB WILLS' *Bubbles In My Beer* M-G-M 10116

LIST PRICE 60¢
exclusive of taxes

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT



BEST BET



"MY IRISH COLLEEN"
"EVENING BELLS"

by
DON RODNEY and
JIMMY CARROLL ORK
Dana 2003

DANA RECORDS

286 FIFTH AVE. NEW YORK.

THOUGHTLESSthe record
that started the riot**BUDDY KAYE**Quintet with
Tune-Timers

M-G-M #10137

CHERIO MUSIC says . . .

**Up Your Take With
"ROSALINDA"**

Recorded By

DICK THOMAS.....Decca 46114

RED BENSONRainbow 10033

AL STUARTEmbassy 1005-P

RYTVOC recommends . . .

"I'M A LONELY LITTLE PETUNIA"

Recorded By

DICK 'Two-Ton' BAKER Mercury 5083

Mercury 5083

LAWRENCE WELKDecca 24197

TOMMY TUCKERColumbia

HARMONAIRESEmbassy 1001

THE HAPPY GANG

Vic (Can.) 56-0022

Coming Up

"GIN RUMMY POLKA"Recorded by AL STUART Emb. 1004
1585 BROADWAY, NEW YORK, N. Y.

MUSIC OPS PUZZLED BY WASH., D. C. HEARING; FIRST HEARING DELAYED UNTIL MARCH 22



SIDNEY H. LEVINE



JACK SHEPPARD

WASHINGTON, D. C.—Music operators throughout the nation expressed bewildered opinions as to the cause of scheduled hearings in Washington, D. C., by the House Judiciary Committee this past week.

Avidly watching developments vitally

affecting every music operator in the country, Sidney H. Levine, attorney for the Executive Committee of the nation's automatic music operators; Jack Sheppard, president of the Philadelphia phonograph Operators Association, and Hirsch De LaViez, chairman of the public relations committee of the national group, appeared in Washington this past week to obtain first hand information concerning these hearings.

The hearing, called by the House Judiciary Committee for March 1st, was reportedly scheduled to tackle possible legislation pertaining to amendments or changes to existing copyright statutes.

Levine, Sheppard and De LaViez, representing the National Committee formed in Chicago recently to combat legislation deemed detrimental to the industry, were informed by Judiciary committee members that hearings on copyright amendments would be postponed until March 22. Cause for the difference of opinion among music leaders throughout the nation seemed to be that no definite statement was issued by the House Judiciary Committee explaining just which piece of legislation would be dealt with.

It is known that proponents of the measures being eyed in Congressional chambers at present have been active throughout the past several months.

Representative Earl Lewis, (Rep. Ohio) Chairman of the Committee on the Judiciary is reported to be working out final details of his bill H. R. 5014, introduced in the House of Representatives on January 19, 1948. Altho this piece of legislation does not pertain itself to the automatic music industry, it is easily seen that amendment thereto, specifically referring to the automatic music machines, could be appended. The bill in its present form states, that H. R. 5014 is "An act to amend and consolidate the Acts respecting copyrights . . ." H. R. 5014 deals with the disposition of copyrighted dialogue, sound effects or music in motion pictures.

Representatives of the national committee for music operators are cognizant of the possibility of H. R. 2570 reappearing in committee or discussion. H. R. 2570 is the measure introduced by representatives of the American Society of Composers, Authors & Publishers (ASCAP) last summer, and was subsequently left in committee at the close of hearings in Washington. Advocates of the measure, in addition to ASCAP, have been actively watching developments these past few weeks. H.R. 2570 specifically dealt with amending the copyright laws to extract some mode of royalty payment from the music machine industry.

Mr. Sidney Levine disclosed that he and other members of the executive committee will appear in Washington on March 22 to attend the hearing called by the Judiciary Committee.

THE CHOICE OF LEADING OPERATORS EVERYWHERE

AND NOW**THE PERMO POINT ROUND with a
NEW PERMOMETAL (Osmium) ALLOY TIP**DEVELOPED AND PRODUCED IN
OUR OWN METALLURGICAL LABORATORY

This new osmium alloy has the amazing characteristic of longer needle life even when used on badly worn or inferior quality records while retaining the extreme kindness to records for which Permo Points have always been famous.

OUR PROMISE TO YOU, MR. OPERATOR:

UNDER LIKE CONDITIONS (SAME INSTRUMENT AND RECORDS)

THIS PERMO POINT ROUND WITH THE NEW (OSMIUM) TIP

WILL OUTWEAR...

WILL GIVE LONGER RECORD LIFE...

WILL BE MORE DEPENDABLE...

WILL BE MORE ECONOMICAL...

THAN ANY OTHER CONVENTIONAL COIN
PHONO NEEDLE MADE!**THE SAME PRICE
SINCE 1938:**

1 to 10 — 35c each, 11 to 99 — 32c each, 100 or more — 30c each

MORE PERMO NEEDLES SOLD THAN ALL LONGLIFE NEEDLES COMBINED

PERMO, INCORPORATED

6415 N. Ravenswood

Chicago 26, Ill.

— UNDISPUTED LEADERSHIP SINCE 1929 —

**HAILED
by TOP
CRITICS!****SMASH HIT of '48****"MAD ABOUT YOU"**BACKED BY **"DEEP IN A DREAM"****RONNIE DEAUVILLE****SUPER DISCS No. 1049**With
**RAM
RAMIREZ
Quartet****LATEST
SUPER
DISCS
STAR**

Distributors: Some choice territories still available. Write, wire, or phone to IRVIN FELD, Sales Mgr., SUPER DISCS, 3623 12th St., N.E., Washington, D. C.—Phone Dupont 0213.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

Bullet Records Open Nashville Factory

NASHVILLE, TENN.—Jim Bulleit, secretary of the Bullet Record Co., Inc., announced the official opening of the firm's new record pressing plant in Nashville, Tenn., this past week.

Bulleit disclosed that the factory will be capable of pressing approximately 10,000 records a day, with full scale production planned to be underway by midsummer.

"Situated in buildings at Berry Field, which formerly housed Air Transport Command Offices, the record pressing shops have been equipped with the latest machinery," he stated.

"Leonard Matson, Los Angeles, has been employed to supervise the local plant and has been installing equipment for the past two weeks. Offices of the company have been moved to the new location."

This week marks the first anniversary of the release of Francis Craig's smash hit recording of "Near You". Bullet's sequel to "Near You", the Craig disc of "Beg Your Pardon", was issued in the interim and the two have established record history. The smash success of both "Near You" and "Beg Your Pardon" took Craig out of comparative obscurity and cast him into the national entertainment limelight. "Near You's" total sales is said to be the largest of one record in a single year. It is also one of the few times that a sequel hit, "Beg Your Pardon" soared into the top song category.

Craig, after a successful theater tour of the nation, returns to Nashville this week to discuss future recording plans with Bullet.

In addition to Craig, Bullet's artist lineup includes Bob Crosby, Bobby Breen, Patti Clayton, Jimmy Payne, Ray Herbeck, Ray Pearl, Cecil Gant and others.



*America's No. 1
Juke Box
Attraction!*

Eddy HOWARD

and his Orchestra

**BIG in the
BOXES with**

**SLEEPER
OF THE WEEK**

"NOW IS THE HOUR"

"TRUE" MAJESTIC No. 1190

"BEG YOUR PARDON"

"AN OLD SOMBRERO" MAJESTIC No. 1220

"BUT BEAUTIFUL"

"MY COUSIN LOUELLA" MAJESTIC No. 1214

Be sure to listen to our new Radio Show — "Sheaffer Parade" for Sheaffer Pen Co.
Sundays, 3-3:30 P.M., E.D.T. over NBC—Coast to Coast.

Cash in on America's Number 1 Juke Box Attraction—

Spot these HIT *Majestic* RECORDS in your machines.

A SMASH JUKE BOX HIT!

"MY HAPPINESS"

featuring
JON & SONDR STEELE

on
DAMON RECORD D-11133-B

#1 on Kansas City boxes and
spreading rapidly!



*Damon
Recording
Studios
Inc.*

1221 Baltimore
Kansas City, Missouri



**TOP
presents**

All-Time
Standards by
DICK KUHN & ORK.

HEART OF MY HEART No. 1151
**PUT YOUR ARMS
AROUND ME HONEY** No. 1150
I WANT A GIRL No. 1162

Write for Catalogue
Dist: Same Territories Available

RECORDS, INC.

1674 Broadway New York 19, N.Y. COLUMBUS 5-7838

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY
JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE
INDIVIDUAL PURCHASE ON THE BASIS OF 1000 REC-
ORDS—LISTED IN ORDER OF POPULARITY, INCLUDING
NAME OF SONG, RECORD NUMBER, ARTISTS, AND RE-
CORDING ON THE REVERSE SIDE.

CODE

AL—Aladdin	JD—Joe Davis	RA—Rainbow
AP—Apollo	KI—King	RE—Regent
AR—Aristocrat	LI—Lissen	SA—Savoy
BU—Bullet	LO—London	SI—Signature
CA—Capitol	MA—Majestic	SP—Specialty
CE—Celebrity	ME—Mercury	SN—Standard Phono
CN—Continental	MG—M-G-M	ST—Sterling
CO—Columbia	MI—Miracle	TR—Trilon
CS—Coast	MN—Manor	UN—Universal
DE—Decca	MO—Modern	VI—Victor
DEL—DeLuxe	MU—Musicraft	VT—Vitacoustic
EX—Exclusive	NA—National	

Mar. 6 Feb. 28 Feb. 21

1—I'm Looking Over a Four Leaf Clover 145.2 100.0 98.1

CA-491—ALVINO REY ORCH.
Spanish Cavalier
CO-38100—TINY HILL ORCH.
Show Me The Way To Go Home
CO-38082—CODY FOX
I Only Want A Buddy
CO-38081—ARTHUR GODFREY
The Thousand Islands Song
DE-24319—RUSS MORGAN ORCH.
Bye Bye Blackbird
ME-5100—UPTOWN STRING BAND
ME-5105—FRANKIE LAINE
MG-10119—ART MOONEY ORCH.
The Big Brass Band From Brazil
MU-543—THE POLKA DOTS
RA-10043—JIMMY SAUNDERS
Heart Breaker
SI-15117—RAY BLOCH ORCH.
But Beautiful
TR-220—ALEXANDER ORCH.
VI-20-2668—THE THREE SUNS
Eccentric

2—Now Is the Hour 119.5 102.9 67.8

CA-15024—MARGARET WHITING
But Beautiful
CO-38061—HORACE HEIDT O.
I'll Never Say I Love You
CO-38115—BUDDY CLARK
Peculiar
DE-24279—BING CROSBY
Silver Threads Among The Gold
LO-110—GRACIE FIELDS
ME-5103—LES PAUL TRIO
My Extraordinary Gal
MG-10125—KATE SMITH
I'll Never Say I Love You
MU-532—SHEP FIELDS O.
Lone Star Moon

Mar. 6 Feb. 28 Feb. 21

MA-1191—EDDY HOWARD O.

True

SI-15178—RAY BLOCH O.

Nina-Nana

VI-20-2704—CHARLIE SPIVAK O.

Who Are We To Say

3—Manana 92.7 56.1 40.5

CA-15022—PEGGY LEE
All Dressed Up With A Broken Heart
DE-24333—THE MILLS BROS.
I Wish I Knew The Name

4—Beg Your Pardon 80.1 53.8 42.1

BU-1700—FRANCIS CRAIG O.
CA-490—DINNING SISTERS
Melancholy
CO-38036—FRANKIE CARLE O.
The Dream Peddler
DE-24339—RUSS MORGAN O.
All Dressed Up With A Broken Heart
ME-5109—SNOOKY LANSON
MG-10140—ART MOONEY ORCH.
VI-20-2647—LARRY GREEN O.
Can It Ever Be The Same

5—Ballerina 79.5 95.8 122.4

CO-38040—BUDDY CLARK
It Had To Be You
DE-24265—ENRIC MADRIGUERA O.
Jungle Rhumba
DE-24278—BING CROSBY
Golden Earrings
ME-5075—JERRY SHELTON TRIO
The Stars Will Remember
MG-10035—JIMMY DORSEY O.
MU-15116—MEL TORME
What Are You Doing New Years Eve?
VI-20-2433—VAUGHN MONROE O.
The Stars Will Remember

6—Serenade of the Bells 62.7 92.9 95.7

CA-75007—JO STAFFORD
The Gentleman Is A Dope
CO-37956—KAY KYSER ORCH.
Pass That Peace Pipe
DE-24258—GUY LOMBARDO ORCH.
Sipping Cider By The Zuyder Zee
ME-5090—VIC DAMONE
I'll Dance at Your Wedding
MG-10091—BOB HUSTON
A Tune For Humming
VI-20-2372—SAMMY KAYE ORCH.
That's What Every Young Girl Should Know

7—Golden Earrings 58.2 89.0 94.1

CA-15009—PEGGY LEE
I'll Dance at Your Wedding
CO-37932—DINAH SHORE
The Gentleman Is a Dope
DE-24278—BING CROSBY
Ballerina
DE-24277—VICTOR YOUNG ORCH.
All Through the Night
DE-24270—GUY LOMBARDO ORCH.
You Are Never Away
ME-3072—ANITA ELLIS
Love for Love
MG-10085—JACK FINA ORCH.
VI-20-2585—CHARLIE SPIVAK ORCH.
Tenderly

8—How Soon 47.1 56.9 65.8

CO-37952—DINAH SHORE
Fool That I Am
DE-24101—CARMEN CAVALLERO—BING CROSBY
You Do
MA-1179—DICK FARNEY
ME-5069—JOHN LAURENZ
You Call It Madness
TO-1258—JACK OWENS
Begin The Beguine
TR-195—GUY CHERNEY
Peggy O'Neil
VI-20-2523—VAUGHN MONROE ORCH.
True

9—I'll Dance at Your Wedding 38.8 55.3 64.8

CA-15009—PEGGY LEE
Golden Earrings
CO-37967—RAY NOBLE ORCH.
Those Things Money Can't Buy
DE-24318—GUY LOMBARDO O.
Thoughtless
DE-24266—JANIE LEITT
Please Don't Play Number Six Tonight
ME-5090—VIC DAMONE
Serenade of the Bells
MG-10095—HELEN FORREST
VI-20-2512—TONY MARTIN
Carolina in the Morning

	Mar. 6	Feb. 28	Feb. 21
10—But Beautiful	29.6	10.0	17.9
CA-15024—MARGARET WHITING <i>Now Is The Hour</i>			
CO-38053—FRANK SINATRA <i>If I Only Had a Match</i>			
DE-24283—BING CROSBY <i>The One I Love</i>			
DE-24294—BING CROSBY <i>Experience</i>			
ME-5096—FRANKIE LAINE <i>I've Only Myself To Blame</i>			
MG-10126—ART LUND <i>Love Is So Terrific</i>			
MU-538—MEL TORME <i>Night and Day</i>			
SI-15117—RAY BLOCH <i>Four Leaf Clover</i>			
VI-20-2616—TEX BENEKE ORCH. <i>You Don't Have To Know The Language</i>			

11—Too Fat Polka	29.2	35.3	37.8
CA-480—THE STARLIGHTERS <i>Your Red Wagon</i>			
CO-37921—ARTHUR GODFREY <i>For Me and My Gal</i>			
DE-24268—ANDREWS SISTERS <i>Your Red Wagon</i>			
MA-6022—SLIM BRYANT			
ME-5079—TWO TON BAKER ORCH. <i>With a Hey and a Hi</i>			
MG-10106—BLUE BARRON ORCH. <i>Mickey</i>			
VI-20-2609—LOUIS PRIMA ORCH. <i>If I Only Had a Match</i>			

12—I'm My Own Grandpa	22.3	25.3	20.7
CO-38068—TONY PASTOR O. <i>The Secretary Song</i>			
DE-24288—GUY LOMBARDO O. <i>Frankie & Johnny</i>			
KI-694—GRANDPA JONES			
ME-6087—TINY HILL O. <i>The Eyes of Texas</i>			
MG-10136—THE KORN KOBBLERS			
MU-536—ESMERELDY			
TC-20-33—THE JESTERS			
VI-20-2563—LONZO & OSCAR			

13—Slap 'Er Down Agin, Paw	16.5	9.9	11.5
CO-38006—ARTHUR GODFREY			
ME-6095—REX ALLEN			
MU-524—ESMERELDY			
VI-20-2686—PATSY MONTANA			

14—Pianissimo	14.7	35.4	25.6
CO-38051—BUDDY CLARK <i>You're Too Dangerous, Cherie</i>			
DE-24309—BOB CARROLL <i>One Raindrop Doesn't Make A Shower</i>			
ME-5089—SNOOKY LANSON			
MG-10118—BOB HOUSTON <i>I'm All Dressed Up With A Broken Heart</i>			
MU-527—MINDY CARSON <i>What Do You Want To Make Those Eyes At Me For</i>			
VI-20-2593—PERRY COMO <i>I've Got A Feeling I'm Falling</i>			

15—Thoughtless	14.3	—	—
CA-15027—GORDON MacRAE <i>You Were Meant For Me</i>			
CO-38079—DORIS DAY <i>I've Only Myself To Blame</i>			
CS-8039—CURT MASSEY			
DE-24318—GUY LOMBARDO O. <i>I'll Dance At Your Wedding</i>			
MA-1234—GEORGE OLSON O. <i>The Dickey Bird Song</i>			
ME-5104—VIC DAMONE <i>Love Is So Terrific</i>			
MG-10137—BUDDY KAYE QUINTET <i>Carnival In Venice</i>			
LO-143—SAM BROWNE			
SI-15176—ALAN DALE <i>At The Candlelight Cafe</i>			
VI-20-2714—LARRY GREEN O. <i>Wishing</i>			

16—Sierra Madre	13.6	23.6	18.1
CO-38026—RAY NOBLE ORCH. <i>Two Loves Have I</i>			
DE-24280—DICK HAYMES <i>Little White Lies</i>			
ME-5086—JOHN LAURENZ <i>I Understand</i>			
VI-20-2590—FREDDY MARTIN ORCH. <i>Don't Call It Love</i>			

	Mar. 6	Feb. 28	Feb. 21
17—The Thousand Islands Song	13.1	2.1	5.3
CA-15028—JOHNNY MERCER <i>Hooray For Love</i>			
CO-38081—ARTHUR GODFREY <i>Four Leaf Clover</i>			
MG-10136—THE KORN KOBBLERS			
VI-20-2619—LOUIS PRIMA O. <i>I'm Living A Lie</i>			
18—Civilization	11.7	9.1	36.2
CA-465—JACK SMITH <i>Don't You Love Me Anymore</i>			
CO-37885—WOODY HERMAN <i>Boulevard of Memories</i>			
DE-23040—DANNY KAYE—ANDREWS SIS. <i>Bread & Butter Woman</i>			
MA-7274—RAY McKINLEY O. <i>Those Things Money Can't Buy</i>			
MG-10083—SY OLIVER O.			
VI-20-2400—LOUIS PRIMA O. <i>Forsaking All Others</i>			

19—Pass the Peace Pipe	10.7	9.2	24.7
CA-15010—MARGARET WHITING <i>Let's Be Sweethearts Again</i>			
CO-37956—KAY KYSER O. <i>Serenade of the Bells</i>			
DE-24269—BING CROSBY <i>Suspense</i>			
MA-1176—MARTHA TILTON <i>A Fellow Needs A Girl</i>			
ME-5080—HARRY COOL O. <i>I Wouldn't Be Surprised</i>			
MG-10112—ART MOONEY O. <i>I'm Waiting For Ships That Never Come In</i>			
VI-20-2483—BERYL DAVIS			

20—All Dressed Up With a Broken Heart	10.2	2.9	1.8
CA-15022—PEGGY LEE <i>Manana</i>			
CO-37985—BUDDY CLARK <i>You Are Never Away</i>			
DE-24339—RUSS MORGAN O. <i>Beg Your Pardon</i>			
ME-5093—JOHN LAURENZ <i>The Things You Left In My Heart</i>			
MG-10118—BOB HOUSTON <i>Pianissimo</i>			
SI-15174—ALAN DALE <i>My Cousin Louella</i>			
VI-20-2749—BILL JOHNSON <i>My Baby Likes To Be-Bob</i>			

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

21—Saber Dance	8.8	—	—
22—Shine	7.9	8.8	6.3
23—Because	7.4	21.1	8.6
24—At the Candlelight Cafe	7.3	1.3	2.3
25—My Old Flame	6.8	9.0	3.5
26—Love Is So Terrific	5.9	1.9	—
27—In a Little Book Shop	5.8	20.7	—
28—Best Things in Life Are Free, The	4.9	—	3.9
29—If I Only Had a Match	4.8	5.9	1.7
30—Papa Won't You Dance With Me?	4.4	5.7	5.0
31—Dickey Bird Song, The	3.4	—	1.5
32—Saturday Date	2.9	—	—
33—Your Red Wagon	2.8	1.0	6.9
34—Matinee	2.7	10.1	5.6
35—Little White Lies	2.6	—	—
36—Two Loves Have I	2.4	1.1	1.9
37—Gonna Get a Girl	2.3	2.8	4.3
38—Ooh! Look-A There Ain't She Pretty?	1.9	5.8	5.1
39—Dream Peddler	1.5	—	—
40—Near You	1.2	8.9	15.5

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

MARCH 13, 1948

New York

1. FOUR LEAF CLOVER (Art Mooney)
2. MANANA (Peggy Lee)
3. BEG YOUR PARDON (Francis Craig)
4. SHINE (Frankie Laine)
5. NOW IS THE HOUR (Bing Crosby)
6. BUT BEAUTIFUL (Margaret Whiting)
7. I'M MY OWN GRANDPAW (Guy Lombardo)
8. THOUGHTLESS (Guy Lombardo)
9. TERESA (Vic Damone)
10. THOUSAND ISLANDS SONG (Louis Prima)

Madison, Wisc.

1. MANANA (Peggy Lee)
2. BEG YOUR PARDON (Francis Craig)
3. FOUR LEAF CLOVER (Art Mooney)
4. SHINE (Frankie Laine)
5. BALLERINA (Vaughn Monroe)
6. NOW IS THE HOUR (Eddy Howard)
7. GOLDEN EARRINGS (Peggy Lee)
8. SLAP 'ER DOWN AGIN, PAW (Arthur Godfrey)
9. OOOH LOOKA THERE AIN'T SHE PRETTY (Benny Goodman)
10. BUT BEAUTIFUL (Margaret Whiting)

Woodburn, Ore.

1. BALLERINA (Vaughn Monroe)
2. FOUR LEAF CLOVER (Russ Morgan)
3. BEG YOUR PARDON (Francis Craig)
4. HOW SOON (Jack Owens)
5. LOADED PISTOLS, LOADED DICE (Phil Harris)
6. MICKEY (Ted Weems)
7. SLAP 'ER DOWN AGIN, PAW (Arthur Godfrey)
8. MANANA (Peggy Lee)
9. SERENADE OF THE BELLS (Sammy Kaye)
10. BUT BEAUTIFUL (Margaret Whiting)

New Haven, Conn.

1. FOUR LEAF CLOVER (Art Mooney)
2. NOW IS THE HOUR (Bing Crosby)
3. MANANA (Peggy Lee)
4. THOUGHTLESS (Buddy Kaye)
5. BEG YOUR PARDON (Francis Craig)
6. I'M MY OWN GRANDPAW (Guy Lombardo)
7. HELEN POLKA (Walt Dana)
8. THERE OUGHT TO BE A SOCIETY (Betty Garrett)
9. SLAP 'ER DOWN AGIN, PAW (Arthur Godfrey)
10. BUT BEAUTIFUL (Art Lund)

Denver, Colo.

1. FOUR LEAF CLOVER (Art Mooney)
2. MANANA (Peggy Lee)
3. BEG YOUR PARDON (Francis Craig)
4. GOLDEN EARRINGS (Peggy Lee)
5. ALL DRESSED UP WITH A BROKEN HEART (Peggy Lee)
6. I'LL HOLD YOU IN MY HEART (Eddy Arnold)
7. SERENADE OF THE BELLS (Jo Stafford)
8. BUT BEAUTIFUL (Margaret Whiting)
9. THERE OUGHT TO BE A SOCIETY (Betty Garrett)
10. NEAR YOU (Francis Craig)

New Orleans, La.

1. FOUR LEAF CLOVER (Art Mooney)
2. THOUSAND ISLANDS SONG (Louis Prima)
3. MANANA (Peggy Lee)
4. I'LL DANCE AT YOUR WEDDING (Buddy Clark)
5. THOUGHTLESS (Buddy Kaye)
6. I'M MY OWN GRANDPAW (Guy Lombardo)
7. TERESA (Vic Damone)
8. HOW SOON (Jack Owens)
9. SHINE (Frankie Laine)
10. ALL DRESSED UP WITH A BROKEN HEART (Peggy Lee)

Chicago

1. FOUR LEAF CLOVER (Art Mooney)
2. BEG YOUR PARDON (Frankie Craig)
3. NOW IS THE HOUR (Eddy Howard)
4. MANANA (Peggy Lee)
5. BUT BEAUTIFUL (Margaret Whiting)
6. SHINE (Frankie Laine)
7. GOLDEN EARRINGS (Peggy Lee)
8. SERENADE OF THE BELLS (Jo Stafford)
9. TERESA (Vic Damone)
10. HOW SOON (Jack Owens)

Concord, N. H.

1. MANANA (Peggy Lee)
2. SHINE (Frankie Laine)
3. NOW IS THE HOUR (Eddy Howard)
4. SERENADE OF THE BELLS (Sammy Kaye)
5. I'M MY OWN GRANDPAW (Guy Lombardo)
6. PIANISSIMO (Perry Como)
7. BECAUSE (Perry Como)
8. FOUR LEAF CLOVER (Art Mooney)
9. TERESA (Vic Damone)
10. PASS THAT PEACE PIPE (Kay Kyser)

Elkhart, Ind.

1. FOUR LEAF CLOVER (Alvino Rey)
2. BALLERINA (Bing Crosby)
3. MANANA (Peggy Lee)
4. NOW IS THE HOUR (Bing Crosby)
5. BEG YOUR PARDON (Francis Craig)
6. SIERRA MADRE (Freddy Martin)
7. BUT BEAUTIFUL (Margaret Whiting)
8. SERENADE OF THE BELLS (Guy Lombardo)
9. PIANISSIMO (Perry Como)
10. HAUNTED HEART (Perry Como)

Deadwood, S. D.

1. FOUR LEAF CLOVER (Art Mooney)
2. BEG YOUR PARDON (Francis Craig)
3. BALLERINA (Vaughn Monroe)
4. HOW SOON (Vaughn Monroe)
5. TWO LOVES HAVE I (Perry Como)
6. SERENADE OF THE BELLS (Sammy Kaye)
7. GONNA GET A GIRL (Larry Green)
8. NEAR YOU (Francis Craig)
9. BUT BEAUTIFUL (Margaret Whiting)
10. GOLDEN EARRINGS (Peggy Lee)

Reno, Nev.

1. FOUR LEAF CLOVER (Art Mooney)
2. MANANA (Peggy Lee)
3. BUT BEAUTIFUL (Margaret Whiting)
4. SHINE (Frankie Laine)
5. BYE BYE BLACKBIRD (Russ Morgan)
6. SERENADE OF THE BELLS (Jo Stafford)
7. THERE OUGHT TO BE A SOCIETY (Betty Garrett)
8. GOLDEN EARRINGS (Peggy Lee)
9. ALL DRESSED UP WITH A BROKEN HEART (Peggy Lee)
10. HELEN POLKA (Walt Dana)

Houston, Texas

1. FOUR LEAF CLOVER (Art Mooney)
2. I'LL HOLD YOU IN MY HEART (Eddy Arnold)
3. TUCK ME TO SLEEP (Denver Darling)
4. MANANA (Peggy Lee)
5. HOW SOON (Jack Owens)
6. SHINE (Frankie Laine)
7. BLACK & BLUE (Frankie Laine)
8. ALL DRESSED UP WITH A BROKEN HEART (Peggy Lee)
9. LITTLE WHITE LIES (Dick Haymes)
10. THOUGHTLESS (Guy Lombardo)

Los Angeles

1. FOUR LEAF CLOVER (Art Mooney)
2. BEG YOUR PARDON (Francis Craig)
3. ALL DRESSED UP WITH A BROKEN HEART (Peggy Lee)
4. NOW IS THE HOUR (Bing Crosby)
5. LOVE IS SO TERRIFIC (Vic Damone)
6. I'LL DANCE AT YOUR WEDDING (Buddy Clark)
7. TERESA (Vic Damone)
8. MANANA (Peggy Lee)
9. HOW SOON (Jack Owens)
10. BUT BEAUTIFUL (Margaret Whiting)

Charlotte, N. C.

1. FOUR LEAF CLOVER (Art Mooney)
2. BALLERINA (Vaughn Monroe)
3. I'M MY OWN GRANDPAW (Guy Lombardo)
4. NOW IS THE HOUR (Bing Crosby)
5. BEG YOUR PARDON (Francis Craig)
6. SLAP 'ER DOWN AGIN, PAW (Arthur Godfrey)
7. MANANA (Peggy Lee)
8. PASS THAT PEACE PIPE (Kay Kyser)
9. TOO FAT POLKA (Arthur Godfrey)
10. BUT BEAUTIFUL (Margaret Whiting)

Omaha, Nebr.

1. MANANA (Peggy Lee)
2. FOUR LEAF CLOVER (Art Mooney)
3. BEG YOUR PARDON (Francis Craig)
4. GOLDEN EARRINGS (Peggy Lee)
5. BALLERINA (Vaughn Monroe)
6. NOW IS THE HOUR (Bing Crosby)
7. I'M MY OWN GRANDPAW (Guy Lombardo)
8. TWO LOVES HAVE I (Perry Como)
9. I'LL DANCE AT YOUR WEDDING (Buddy Clark)
10. SERENADE OF THE BELLS (Sammy Kaye)

Pittsburgh, Pa.

1. FOUR LEAF CLOVER (Art Mooney)
2. SHINE (Frankie Laine)
3. TERESA (Vic Damone)
4. SLAP 'ER DOWN AGIN, PAW (Arthur Godfrey)
5. BLACK & BLUE (Frankie Laine)
6. BUT BEAUTIFUL (Margaret Whiting)
7. BEG YOUR PARDON (Francis Craig)
8. MANANA (Peggy Lee)
9. SERENADE OF THE BELLS (Jo Stafford)
10. HELEN POLKA (Walt Dana)

Boston, Mass.

1. FOUR LEAF CLOVER (Art Mooney)
2. MANANA (Peggy Lee)
3. HOW SOON (Jack Owens)
4. BALLERINA (Vaughn Monroe)
5. SHINE (Frankie Laine)
6. BLACK & BLUE (Frankie Laine)
7. TERESA (Vic Damone)
8. GOLDEN EARRINGS (Peggy Lee)
9. I'LL DANCE AT YOUR WEDDING (Buddy Clark)
10. THOUGHTLESS (Buddy Kaye)

Cleveland, O.

1. FOUR LEAF CLOVER (Art Mooney)
2. MANANA (Peggy Lee)
3. SHINE (Frankie Laine)
4. LITTLE WHITE LIES (Dick Haymes)
5. ALL DRESSED UP WITH A BROKEN HEART (Peggy Lee)
6. THOUGHTLESS (Guy Lombardo)
7. BEG YOUR PARDON (Francis Craig)
8. TERESA (Vic Damone)
9. HOW SOON (Jack Owens)
10. BALLERINA (Vaughn Monroe)

USE THIS PREPAID POSTCARD TO LIST
YOUR TEN TOP TUNES FOR THE WEEK

NAME OF RECORD HERE ARTIST OR BAND HERE

1.....

2.....

3.....

4.....

5.....

6.....

7.....

8.....

9.....

10.....

**WHAT RECORDS NOT LISTED ABOVE ARE
"COMING UP" IN YOUR AREA**

NAME.....

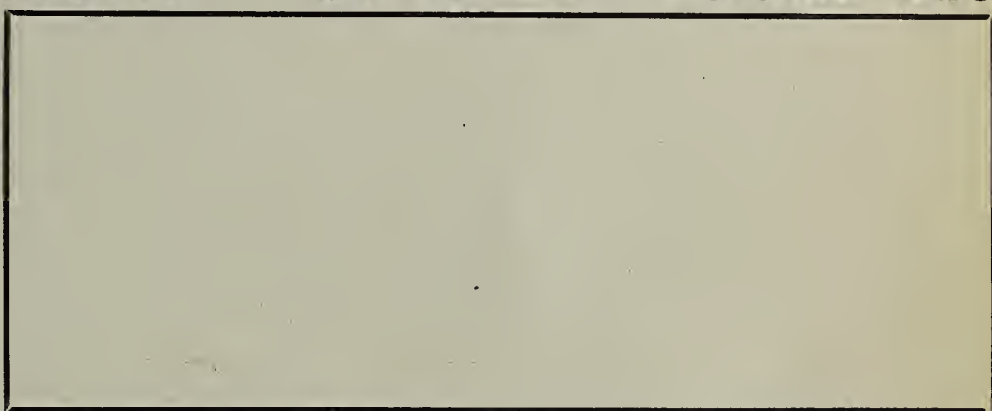
FIRM

ADDRESS

CITY STATE

This image shows a blank, aged, cream-colored page, likely an endpaper or flyleaf of a book. The paper has a slightly textured appearance with some faint smudges and discoloration, characteristic of old paper. The left edge of the page shows the binding of the book, with visible stitching and the inner hinge. The overall tone is a warm, off-white or light beige.

WRITE IN YOUR COPY AND MAIL



	or	
	(4¾" High by 4⅞" Wide)	68.25
ONE-THIRD PAGE (6½" High by 4⅞" Wide)		91.00
HALF PAGE (6½" High by 7½" Wide)		136.50
TWO-THIRDS PAGE (13" High by 4⅞" Wide)		182.00
FULL PAGE (13" High by 7½" Wide)		273.00

EACH LINE IS 7½ INCHES LONG — ALL YOU CAN TYPE OR WRITE ON THIS CARD ON ONE LINE — ONLY \$1.00. WHATEVER YOU HAVE FOR SALE — OR WANT TO BUY — WILL APPEAR IN NEXT WEEK'S ISSUE — CLASSIFIED SECTION, NAME, ADDRESS, AND PHONE NUMBER FIGURES AS ONE LINE. ADS CLOSE WEDNESDAY 5 P.M. EACH WEEK. WRITE YOUR AD ON THIS CARD AND MAIL.

ALL ADS — CASH WITH ORDER

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3. _____
4. _____
5. _____
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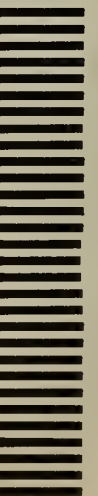
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THE CASH BOX

AUTOMATIC MERCHANTS' SECTION

March 13, 1948



WALTER MANN

For many years one of the leading exponents of automatic merchandising. His interest in the field dates back to his position with American Chicle Co. as director of vending sales. From there he purchased the Adams Gum franchise and the machine that went with it to create the G. V. Corp. At the same time he held the position of salesmanager with Du-Grenier, Inc. He is now president of G. V. Corp. as well as of Wilbur Suchard Chocolate Co. He is also a director in LaLance & Grossjean Mfg. Co. and continues energetically to work for the best interests of automatic merchandising in all its divisions.

'The Dawn of a New Era in Automatic Selling'

THE ALPHABET OF A SUCCESSFUL AUTOMATIC MERCHANDISER

Editor's Note: In 1930, eighteen years ago, this feature story was written by the publisher of The Cash Box and was widely publicized at that time. It is extremely interesting for all now engaged in the automatic merchandising machine industry to once again read this story and note how closely it ties in with the present era.

A through F appeared in the February 28 issue. G through P appeared in March 6 issue.

(Q) Quantity contracts.

Of late years another important fact has arisen. That the merchandise the machine sells, must not only be nationally advertised but of such character that the operator can contract in large quantity so that he can effect a savings in this direction, which naturally means a greater profit margin. Many cigarette machine operators are today purchasing direct in large quantity. The savings gained in this fashion tremendously help to boost profits. Candy operators learned this a long time ago. All down the line of merchandise machines this is becoming more and more apparent.

(R) Novelty appeal.

Every merchandiser must also have that certain something known to the trade as novelty appeal. In short, when a purchaser exclaims, "What a novel way to sell this merchandise", then the operator knows he has attracted the right sort of attention to his machine. Almost every merchandiser that has ever proven to be successful has this novelty feature. It is especially true in the case of the new Coca-Cola machines. Some even state that the novelty feature is more predominant in this machine than in any other. It is a feature which means a great deal toward gaining the good will and good humored attention of the purchaser.

(S) Make non-profit merchandise profitable.

The greatest accomplishment of the automatic merchandiser is to be able to replace non-profit merchandise investment for the retailer and to make it profitable. There is a great field open today for the machine that will replace the 3 for 10c candy bars being carried by so many retailers because of chain store competition. Tho being sold at a loss to themselves, these stores must continue to carry this merchandise so as not to drive their customers to the chain store. The machine that will make this profitable just as the cigarette machine eliminated retailer investment and made cigarette sales profitable for thousands upon thousands of merchants

thruout the country will have accomplished another great advance for general merchandising machine equipment. It is this outstanding quality which has placed the modern vending machine in the limelight of American sales promotion.

(T) Take advantage of advertising.

Every merchandiser must be so constructed that it will be able to accept and take advantage of the national and local advertising for the product it vends. In this fashion the merchandising machine popularizes itself without cost to itself. It certainly would be a shame to sell a product as greatly advertised as Wrigley's Gums and force the public to search for the name on the machine. The machine must feature the product that it sells as prominently as possible so that it takes advantage of the thousands of dollars being spent on the product. In the very near future this will become even more important than it is today as more national manufacturers recognize the automatic merchandiser. It may not be long before these same manufacturers will be glad to pay for space on machines by advertising discount.

And now the third and most important principle. The *Operating Principle*. Here both the mechanical and merchandising principles are covered from the standpoint of profitable operating, and therefore tagged, *Operating Principles*:

(U) Reasonably priced.

The automatic merchandiser must be priced within its earning possibilities. In short, it should be possible to amortize the cost within a reasonable time. This is one great necessity where both the territory, the type of purchasers, the construction of the machine, its price and the profit possibilities all add to an equation which makes for careful study. In short, the price must be reasonable, in comparison to the profit possibilities.

(V) Capacity important.

The machine must have sufficient capacity so as to hold down servicing overhead. Tho this feature is considered one of the mechanical features, it is placed under the operating principles because it is so much involved with the general profit possibilities of the merchandiser. Efficiency of operation and employment of modern business methods is one of the most important necessities for profitable automatic merchandiser operation and therefore sufficient capacity which aids these features enters under the operating principle.

(W) Gradual growth.

Every merchandiser must allow the operator to build his business on a gradual and steady basis. It must not force too big a route on him at once to earn a decent profit on his investment. Only by gradually developing with the machine does he learn the necessities of his business and grow with it. This feature is one that should receive much more consideration than it does at the present time.

(X) Market price sales.

The machine must sell its merchandise at market price and yet bring profit to the operator. In short, where cigarettes have been forced down in price and retailers have demanded reduction to meet this cut from the cigarette machine operator he has been able to meet this condition and yet earn profit. All machines should be constructed along this line. As stated formerly there is a tremendous market for a machine that will vend the popular cut price candy bars at 3 for 10c, but, at the same time earn profit for the operator.

(Y) Speed servicing.

One of the most important features for better operating profits is that the machine must lend itself to speed servicing. This improvement on the part of most of the merchandisers today has resulted in many operators thruout the country being able to increase their routes without having to increase their servicing personnel. And as far as profits is concerned, has been responsible for a distinct and pleasant rise in most instances.

(Z) Withhold new models.

No manufacturer should outmode his machine too rapidly. This may seem like holding back manufacturing progress, but, is not really so. The manufacturer that seemingly is continuously introducing a new model is putting himself out of business just as fast as he is his own operators. The cost of the average machine should be carefully gauged by the manufacturer as far as amortization of this cost on the part of his operators is concerned. After such periods he can introduce new models. But, he should not stop experimenting and seeking to better his product for only in this fashion can he keep himself and his operators sure of their future in the automatic merchandising business. A happy medium can very easily be reached by any manufacturer who will visit with a cross section of operators to get their opinions.

Markepp Gets First U. S. Vend Machine

Holds Showing for Ohio Operators. Foresees New Candy Vending Era With Air Conditioned Unit

CLEVELAND, O.—Meyer M. Marcus of the Markepp Sales Co., this city, is showing U. S. Vending Corporation's new patented air-conditioned candy vendor to Ohio's operators.

Marcus takes great pride, it is reported, in securing the very first of these machines off the production line.

"Air conditioning of candy", Marcus stated, "dispensing seven different brands at a constant cool temperature, twelve months of the year, is the natural answer to the candy vending business, which heretofore", he continued, "has been seasonal and limited to sales during about eight months".

This model, Markepp stated, is the first of a series of refrigerated vendors to be made available nationally on a complete "Pik-Ups Service" for industrial plants, schools, department stores, and similar type locations.

Capacity of this air conditioned candy vending machine is 400 candy bars. The firm claim they have "a one a second delivery chute".

Reaction of operators to this new air conditioned vendor, Marcus also says, has been very good with many claiming that this machine is definitely pointing the way to an entirely new merchandise sales era.

Marcus has had many years of vending machine sales and operating experience and stated, "In all my years in the industry this is the very first vending machine I can safely say leads the way into new and better and more profitable sales era."

Wilbur-Suchard Takes Over "Juke Box Jury" Air Show

BOSTON, MASS.—The Wilbur-Suchard Chocolate Company, Inc. of Lititz, Pa. will sponsor the popular air program, "Juke Box Jury", staged in this city over station WHDH on Saturday afternoons.

It will be a weekly feature for the youngster who like the latest popular tunes played in this show.

The broadcast is composed of teenagers who act as the jury for the latest recordings.

This program is one of the most popular on the air for the youngsters and will tie in with the juke box, latest records and Wilbur-Suchard chocolate bars.

Each week a prominent band leader or vocalist is the guest star on "Juke Box Jury" broadcasts. Similar programs are also conducted in other eastern cities.

N. J. Governor Urges 3c Tax on Cigarets

TRENTON, N. J.—Governor Driscoll of the State of New Jersey has introduced a bill into the legislature here urging that each pack of cigarettes be taxed 3c to raise the revenue needed by the state.

It is reported that millions of cartons of cigarettes are shipped from New Jersey to states where taxes are high and this is said to be one of the most profitable mail order businesses here.

Ex-Cell Shows New Vendor on Location

LOS ANGELES, CAL. — Ex-Cell Products Corp., Chicago, Ill., will hold their first showing here of their new dual flavor cup drink dispenser in one of the leading theatres in this city.

This unique method has won much comment and is among the very first to show a new machine on actual location.

The machine will be exhibited by West Automatic Candy Co. of this city. One of Ex-Cell's engineers will also be present.

Joe Goldberg heads Ex-Cell and reports that the machine took over four years to develop. The machine has a capacity of 800 six ounce drinks.

Will Show Coffee-Donut Combo Vender

CHICAGO—Much interest here in the showing expected very soon of the new combination coffee and doughnut vending machine which is being made ready by Coffee Vendors of America, headed by Paul Lovell. The exact date of the showing hasn't as yet been announced but is expected within a very short period.

The machine, it is reported, will sell around the \$800 mark. The coffee capacity is said to be approximately 260 cups and there is a choice of a six or twelve dozen doughnut dispenser which can be operated for nickel or dime.

Coffee and doughnuts are dispensed thru two separate openings in the machine. The operators are expected to make their own local deal for the donuts to be individually packed in cellophane.

Coffee used in the vender is brewed ahead of time and will remain fresh for 48 hours, it is stated. A special patented process is used.

Berco Ice Cream Bar Vender Production

CHICAGO—Henry Hildebrand of Berco, this city, whose Borden's ice cream bar vender clicked at the CMI convention here this past January, reports that quantity production of this machine will start sometime in March.

At the coin machine show, Walter Gummshheimer and Barney Frericks of St. Louis, Mo. showed the machine.

Hildebrand stated, tho, that since February 11, Universal Distributing Co. are no longer national distributors for this vender.

No plans for national distribution are as yet reported.

Plan To Hike Ciggy Machines to 25c

PHILADELPHIA, PA.—Many well known cigarette machine ops here are discussing changing over to straight 25c per pack operation. Claim is that present 20c operation is barely allowing them to break even. Some state that under present method they are enduring a loss and will be forced to change to 25c chute operation.

Cobbs Juice Vender Shown at Fla. Citrus Exposition



MIAMI, FLA. — Reports current here are to the effect that the Cobbs' 5c Florida Orange Drink Dispenser, proved a very popular attraction when demonstrated at the 24th annual Florida Citrus Exposition in Winter Haven, Fla. recently.

Executives of the firm claim that the vender scored a hit with thousands of exposition visitors and also with several prospective franchisers from various parts of the country who were present at the exposition.

Negotiations are reported to already be under way for franchises with Henry Cobbs, well known Miami gift fruit packer and shipper, who recently launched this new non-carbonated beverage at his \$500,000 Little River, Miami plant.

The Cobbs vender is reported to serve approximately 1,000 orange drinks at a single filling at 5c per cup. The machine also features a change-making unit. Complete operation from deposit of nickel into coin chute (or any other larger size coin) into six ounce cup is reported to take less than seven seconds.

The firm is featuring two slogans for this machine, "An Orange In Every Cup", and also, "Sip Some Sunshine". The orange drink, it is said, being already rich in natural Vitamin C content, is also fortified with 133 units of the "sunshine" Vitamin D.

Cobbs stated that The Cobbs Beverage Company, Little River, Miami, is already planning a very extensive advertising and promotion campaign for the popularization of this new drink dispenser.

Franchises are being given at this time and prospective franchise holders are already contacting the firm for various territories thruout the nation.

NAMA Meet in Nola on April 30 and May 1

NEW ORLEANS, LA. — NAMA (National Automatic Merchandising Assn.) will hold its Southwest regional meeting April 30 and May 1 at the St. Charles Hotel, this city.

This meeting will include vender operators from Louisiana, Texas, Oklahoma and Arkansas.

A large turnout is expected for this meeting with many of the vending machine operators in this four state area eagerly looking forward to this regional meeting.

IMPORTANT
FULL YEAR
(52 WEEKS) SUBSCRIPTION TO
THE CASH BOX
ONLY \$5

TELL YOUR FELLOW OPERATORS THAT THEY CAN NOW OBTAIN A FULL YEAR'S SUBSCRIPTION (52 ISSUES JAM PACKED FULL OF NEWS, VIEWS, PREDICTIONS OF THINGS TO COME AND ABSOLUTELY VITAL INFORMATION) FOR ONLY A \$5 BILL! HELP YOUR FELLOW OPERATORS! SEND \$5 TODAY TO . . .

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CITY..... ZONE..... STATE



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MUSIC

A.M.I.

Model A w/play meter	897.50
Model A without play meter	887.50
Automatic Hostess Complete 20 Station Unit	14,800.00

HIDEAWAY CAB. W/Selective Play Mech.:

W/Amplifier and Remote Volume Control.....	515.00
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HIDEAWAY CAB. W/Continuous Play Mech.:

W/Amplifier and Remote Volume Control.....	482.50
W/Amplifier—No Remote Volume Control.....	470.00
Complete—No Amp., No Volume Control.....	410.00

AIREON

Coronet 400	\$495.00
Blonde Bombshell	595.00
Fiesta DeLuxe	595.00
Super DeLuxe	595.00
48' Model Hideaway	299.50
48' Model "trio" wall and bar box.....	59.50
48' Model X — Rotomatic receiver.....	29.50
48' Model — Universal 30 wire adapter	29.50
48' Carillon Speaker	37.50
48' Melodeon Speaker	27.50
48' Impressario Speaker	19.50

FILBEN

Mirrocle Cabinet	325.00
30 Selection Stowaway Mech.	398.00

BUCKLEY

Music Box	25.00
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MILLS INDUSTRIES

Constellation	795.00
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PACKARD MFG. CORP.

Manhattan Phonograph	695.00
Hideaway Model 400	383.00
Model 1000 Spkr. — Paradise.....	129.50
Butler Wall Box Hi-Chrome 5c	32.50
Butler Wall Box Hi-Chrome 10c	33.95
950 Speaker	35.00
650 Speaker	16.50

ROCK-OLA

Magic-glo Phonograph	No Price Set
Model 1807 Moderne Corner Spkr.	107.50
Model 1906 Remote Volume Control	6.90
Model 1530 Wall Box	39.50
Model 1603 Wall Speaker	42.50
Model 1606 Tonette Wall Speaker	21.50
Model 1608 Tone-O-Lier Speaker	65.00
Model 1607 Tonette Wall Speaker	19.75
Model 1531 DeLuxe Bar Bracket	8.25
Model 1533 Universal Bar Bracket	3.90
Model 1795 Wall Box Line Booster	16.35

SCOTTO MUSIC CO.

Music Master Cabinet	399.50
Melody Master Cabinet	335.00
Remote Master Cabinet	389.50

SEEBURG

148-M Symphonola	965.00
148-S Symphonola	895.00
H-148-M RC Special	564.00
Wireless Wallomatic	58.50
Wired Wallomatic	49.75
5-10-25c Wireless Wallomatic	87.50
5-10-25c Wired Wallomatic	75.00
Teardrop Speaker	19.95
RS4-8 Recess Wall & Ceiling Speaker	18.00
1948 Door & Dome	102.50

MUSIC

WURLITZER

Model 1100 Standard	\$999.50
Model 1080A Colonial	899.50
Model 1017A Concealed chngr. w/ stepper	529.50
Model 1015 Standard	914.50
Model 1080 Colonial	875.00
Model 1017 Concealed chngr. w/ stepper	499.50
Model 2140 5-10c Wireless	50.00
Model 3025 5c 3-wire	49.50
Model 3045 Wireless	59.50
Model 3020 5-10-25c 3-wire	69.50
Model 3031 5c 30-wire	39.50
Model 212 Master Unit	70.00
Model 215 Wireless Transmitter	17.50
Model 216 Wireless Impulse Receiver	22.50
Model 217 Auxiliary Amplifier	35.00
Model 218 30-wire Adapter Terminal Box....	15.00
Model 219 Stepper	46.50
Model 4000 8" Metal Star Speaker	45.00
Model 4002 8" Plastic Star Speaker	45.00
Model 4004A 8" Metal Musical Note Speaker..	30.00
Model 4005 8" Walnut Round Speaker	22.50
Model 4005A 8" Walnut Round Speaker	25.00
Model 4006A 8" Deluxe, Walnut Round Mirror.	35.00
Model 4007 12" Intermediate Deluxe Speaker..	135.00
Model 4008 15" Deluxe Speaker	185.50

PINS

BALLY	
Melody	289.50
CHICAGO COIN	
Catalina	275.00
GENCO	
Triple Action	289.50
EXHIBIT	
Build Up	299.50
GOTTLIEB	
Lady Robin Hood	294.00
MARVEL	
Gold Mine	289.50
Gold Mine w/4 play chute	299.50
J. H. KEENEY CO.	
Cover Girl	265.00
P & S MACH. CO.	
Tom Tom	299.00
UNITED MFG. CO.	
Manhattan	275.00
WILLIAMS MFG. CO.	
Stormy	279.50

COUNTER GAMES

A.B.T. MFG. CORP.	
Challenger	65.00
BALLY MFG. CO.	
Heavy Hitter	184.50
w/stand	196.50
GOTTLIEB	
DeLuxe Grip Scale	39.50

ROLL DOWNS

BALLY	
Hy-Roll	499.50
CHICAGO COIN	
Roll Down	395.00
EDELMAN AMUSE.	
Tin Pan Alley.....	No Price Set
GENCO	
Bing-A-Roll	499.50
GEO. PONSER CO.	
Pro-Score	495.00
UNITED MFG. CO.	
Tropicana Roll Down	395.00
WILLIAMS MFG. CO.	
Box Score	375.50

ONE-BALLS

BALLY	
Jockey Special	645.00
Jockey Club	645.00



BELLS

BELL-O-MATIC CORP.	
5c Jewel Bell	248.00
10c Jewel Bell	253.00
25c Jewel Bell	258.00
50c Jewel Bell	338.00
Spinning Reels	No Price Set
Black Gold Bell	No Price Set
GROETCHEN	
Columbia Twin JP	145.00
Columbia DeLuxe Club	209.50
MILLS SALES CO. LTD.	
Dollar Bell	No Price Set
O. D. JENNINGS	
5c Std Chiefs	269.00
10c Std Chiefs	279.00
25c Std Chiefs	289.00
50c Bronze & Std Chiefs	399.00
5c DeLuxe Club Chiefs	299.00
10c DeLuxe Club Chiefs	309.00
25c DeLuxe Club Chiefs	319.00
25c DeLuxe Club Chief	429.00
5c Super DeLuxe Club Chief	324.00
10c Super DeLuxe Club Chief	334.00
25c Super DeLuxe Club Chief	344.00
50c Super DeLuxe Club Chief	454.00
PACE	
5c DeLuxe Chrome Bell	245.00
10c DeLuxe Chrome Bell	255.00
25c DeLuxe Chrome Bell	265.00
50c DeLuxe Chrome Bell	375.00
\$1.00 DeLuxe Chrome Bell	550.00
5c Rocket Slug Proof	245.00
10c Rocket Slug Proof	255.00
25c Rocket Slug Proof	265.00

CONSOLES

BALLY	
Wild Lemon	\$542.50
Double-Up	542.50
DeLuxe Draw Bell 5c	512.50
DeLuxe Draw Bell 25c	532.50
Hi-Boy	424.00
Triple Bell 5-5-5	895.00
Triple Bell 5-5-25	910.00
Triple Bell 5-10-25	925.00
BELL-O-MATIC	
Three Bells, 1947	735.00
BUCKLEY	
Track Odds DD JP	1250.00
Parlay Long Shot	1250.00
EVANS	
Bangtails 5c Comb 7 Coin	No Price Set
Bangtails 25c Comb 7 Coin	No Price Set
Bangtail JP	No Price Set
Bangtail FP PO JP	No Price Set
Evans Races	No Price Set
Casino Bell	No Price Set
1946 Galloping Dominoes JP	No Price Set
Winter Book JP	No Price Set
GROETCHEN TOOL & MFG. CO.	
Columbia Twin Falls	485.00
O. D. JENNINGS	
Challenger 5-25	595.00
Club Console	499.00
DeLuxe Club Console	529.00
Super DeLuxe Club Console	545.00
J. H. KEENEY CO.	
Gold Nugget	800.00
PACE	
3-Way Bell Console 5c-10c-25c	\$690.00
5c Royal Console	320.00
10c Royal Console	330.00
25c Royal Console	340.00
50c Royal Console	475.00
\$1.00 Royal Console	650.00

ARCADE TYPE

BALLY MFG. CO.	
Big Inning	539.50
Bally Bowler	539.50
H. C. EVANS CO.	
Bat-A-Score	No Price Set
EDELMAN AMUSEMENT DEVICES	
Flash Bowler	
13'-8"	475.00
11'-8"	450.00
10'-8"	425.00

ARCADE TYPE (continued)

GROETCHEN MFG. CORP.	
Camera Chief	19.95
INTERNATIONAL MUTOSCOPE CORP.	
Atomic Bomber (Model B)	375.00
Deluxe Movie Console	150.00
Deluxe Movie Counter	140.00
P. & S.	
Tom Tom	299.00

PARTS AND SUPPLIES

GLASS SIZES — PIN GAMES

Bally	21 x 41
Chicago Coin	21 x 41
Exhibit	21 x 41
Gottlieb	21 x 43
Keeney	21 x 41
Marvel	21 x 41
United	21 x 41
Williams	21 x 43

COILS — PIN GAMES

WILLIAMS:	
10 Ohms	W— 7
125 Ohms	W—10
200 Ohms	W—15
10-100 Ohms	W—20
W—5 w/bracket	W—28
	W—30
GOTTLIEB:	
R-20-1	A20-8
R-20-4	A-580
R-20-5	R-20-2
A-20-4	R-20-3
SM20-1	C-20-1
SM20-2	C-20-3
A20-2	C-20-2
A20-3	2 make relay
A20-6	3 make relay
BALLY:	
A-25	150 ohm 45v
A-26	550 ohm 115v
A-30	E-23
A-31	E-28
H-24	R-28
H-27	E-31
H-31	J-29
G-28	C-1886
O-31	C-27
W-21	C-28
W-24	C-29
90 ohm 50v	
5 ohm 6v	

CHICAGO COIN:	
2876 complete	R-237
2876 brackets	R-239
2876 coil	X-299
2876 brass sleeve	X-298
P-273	U-298
X-327	O-273

UNITED:	
6-23	2-24
6-28	3-23
6-29	4-24
12-23	5-25
12-24	5-28
123	

EXHIBIT:	
827	628
123	525
223	528
124	1625
624	1222
629	1223
631	1224

GENCO:	
24 Medium	No. 30
24 Plain	No. 29
J-102	No. 26
J-99	

As a service to repair and servicemen in the coin machine industry, *The Cash Box* herewith lists parts and supplies information. Additional information concerning standard parts and supplies will be listed in the future. Manufacturers desiring such listing are requested to contact *The Cash Box* immediately.

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

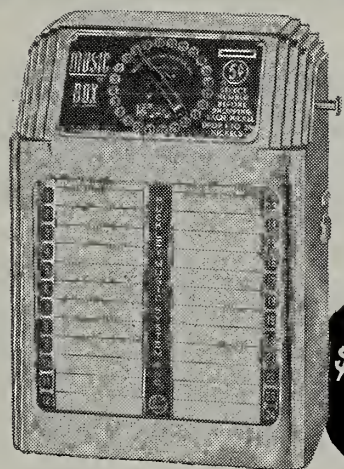
Cherry or Diamond Ornaments,
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Surf
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- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

\$50⁰⁰



THE NEW Music Box



\$25⁰⁰

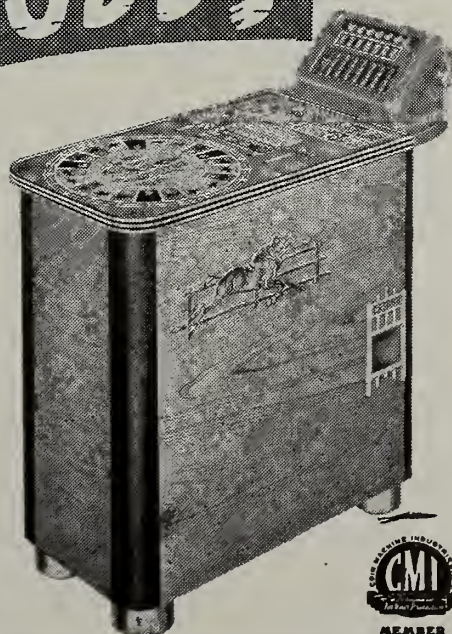
Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

TRACK ODDS

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and out-earn all other coin machines. Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.



\$1250⁰⁰



Buckley Manufacturing Co.

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710 CONSTRUCTION BLDG.
WOOD & AKARD STS.
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C. M. A. C. CORPORATION, 50 CHURCH STREET, NEW YORK, N. Y.

"The Juke Boxes Need A Marshall Plan"—Editorial In Chicago Tribune

CHICAGO—An editorial appearing in the February 28 issue of the Chicago Daily Tribune looks at the music machine business under the heading of "The Juke Boxes Need A Marshall Plan."

The writer advised that he called a "technician" in the juke box field to give him information about the music machine industry. "We found him dolorous," he wrote.

"The juke box 'racket,' it seems, isn't what it used to be," he continued, "and unless Mr. Truman does something about juke boxes in the Marshall Plan, the whole industry may disappear."

"The trouble right now," he writes, "is that the juke boxes don't provide bread and butter. It used to be that you could buy a new shiny juke box . . . for \$300. Now, with taxes, and everything, a new one costs a thousand. Records, which used to be 32 cents apiece wholesale, are now 49 cents. Furthermore, it used to be possible to play a record as many as 300 times. Nowadays a record isn't good for more than 30 to 50 plays."

"The nickel won't stretch to cover expenses as it used to," he writes, "operators who tried charging a dime, or three plays for a quarter, found that the store down the street was still offering nickel boogy woogy."

"The result is that the juke box operators are trying to get along with their old machines. Several juke box manufacturers have gone broke. Others are shutting their plants down. One company that specialized in financing juke box

purchases isn't taking on any new contracts."

While some of these statements by the Chicago Trib writer are stark facts, the outlook is far from being as black as painted. None of the phonograph manufacturers, as is well known, have "gone broke."

Several phono manufacturers reported some very nice profits for the past year. However, a condition of adjustment does exist in the music machine industry, from the operator to the manufacturer. Steps are being taken to overcome this situation. In some instances the price of equipment has already been lowered. The operator is trying to work out various plans to increase his income.

The fact that a lot of the boys are clucking hasn't hurt the industry one least bit. Usually the cluckers have been found to be the non-progressive operators. The answer, according to leaders in the trade, is for a better adjustment of the present commission arrangements so that the juke box operator can once again realize a decent percentage of profit on his investment.

But, all things considered, the editorial which appeared in the Chicago Tribune was not harmful to the industry. In fact, it was extremely beneficial, for it showed all location owners that the juke box operator had his headaches, too, and that, believe it or not, Mr. Storekeeper, he wasn't making that "zillion dollars" you thought he was.



JOE ASH

Active Amusement Machines Co.
666 NORTH BROAD ST., PHILA. 30, PA.
Phone: Fremont 7-4495
98 CLINTON AVE., NEWARK 5, N. J.
Phone: Mitchell 2-8527
1120 WYOMING AVE., SCRANTON, PA.
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of Our
3 Offices

GET YOURS FIRST!
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ORDER NOW!

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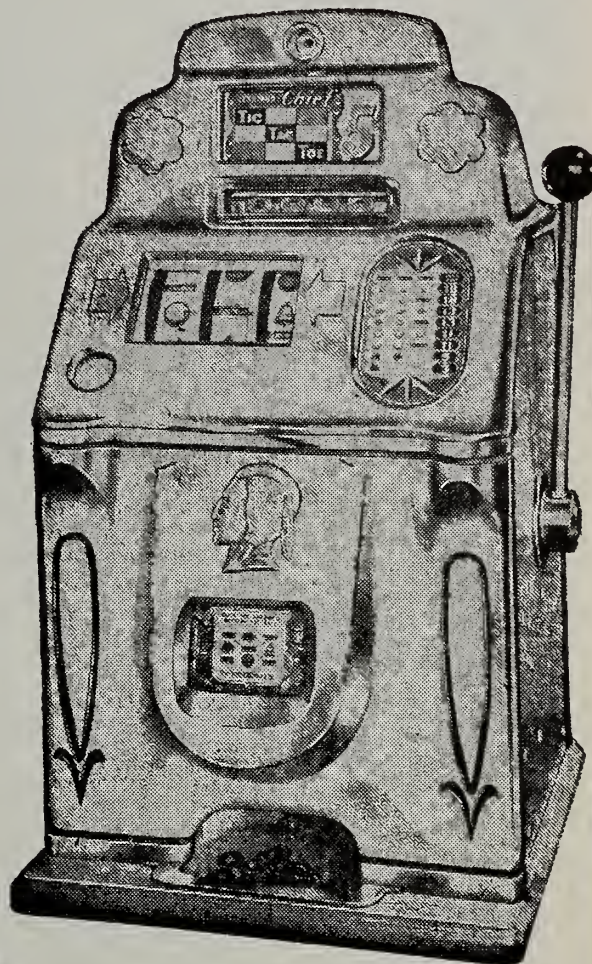
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It's Different! It's JENNINGS TIC TAC TOE!

- **TWELVE PAYOUTS** of 18 Coins Each IN ADDITION TO USUAL payouts shown on Award Glass! Eight of these mystery play combinations not shown on Jackpot Award Glass come as a **complete surprise** to hold players' interest!
- **ALL PAYOUTS AND JACKPOT FULLY AUTOMATIC!** No tokens! No awards to be paid separately, or receipts to sign! Jennings Tic Tac Toe does the whole job. See for yourself!
- **TIC TAC TOE AVAILABLE** in Jennings Standard Chief, Super DeLuxe Club Chief, Twin Play Challenger, and Club Console models. And what's more . . . at **No increase** in price from price lists on these regular models!
- **GET TIC TAC TOE** in 1c 5c 10c 25c 50c \$1.00 Play.

IT PAYS TO CHECK INTO JENNINGS 1948 PLAN FOR OPERATORS. WRITE, WIRE OR PHONE: Mansfield 2612 TODAY!



TIC TAC TOE in Standard Chief model

O. D. JENNINGS AND COMPANY

4307-39 WEST LAKE STREET • CHICAGO 24 • ILLINOIS

..... The Leader in the Field for over 40 Years

Television Survey At Bars And Taverns Made By Beer Company

Discusses Advantages And Disadvantages

NEW YORK—Television is the major subject of discussion in a digest called "Beer Facts" turned out by Piel Bros. (local brewery). The question placed under the microscope of this survey is whether a television set in a bar or tavern as a sales stimulator pays off.

The digest points out that of every ten television sets in use today, one is in a tavern, and the proprietors are either very enthusiastic or slightly disappointed. It says many bars and grills have seen their sales jump after installing a television receiver. On the other hand, "Beer Facts" points out the pitfalls, such as the great amount of non-spenders and "one glass of beer" buyers who crowd into the location to view the program. In addition, there is the regular spender, who becomes so engrossed in the program that he fails to buy. Another point is brought out—that some regular good spenders stay away when a big fight or ball game is on view, as they don't want to become involved with a large crush of other patrons.

"Beer Facts" advises the tavern owners "Television receivers in tav-

erns will continue to draw extra trade only so long as this medium of entertainment is available to a limited degree in certain communities. As soon as every tavern has a television receiver, the value of this selling aid is reduced."

Production of video receivers is expected to reach around 16,000,000 sets by 1953, which will average about one to every three families. The industry estimates that the output for 1948 will be 750,000 sets. During the coming years, many additional cities will fall into the range of television broadcasting stations, and the programs will be more attractive. Most of the programs put on the air today are sports events, which are the main attraction in commercial locations.

Meanwhile, the trade is showing great interest in the coin operated combination television-music machine. Videograph, Inc., and Speedway Products, Inc., showed their units at the recent Coin Machine Industries convention, and both report that operators thruout the entire country indicated their intention of buying this type of equipment.

EYE IT! TRY IT! BUY IT!

Which Simply Means You May Return Any of This Equipment Within 30 Days If Not Satisfied.

Wurlitzer 1015 .. \$525.00	Rock-Ola Standards ... 119.50
Wurlitzer 616 .. 69.50	Rock-Ola Master .. 129.50
Wurlitzer 600 .. 125.00	Rock-Ola C.M. 69.50
Wurlitzer 24's .. 99.50	Aireon (Like New) With New Mechanisms .. \$199.50
Wurlitzer 500 .. 119.50	Seeburg Lo-Tone (The Hit of The Show) .. 335.00
Wurlitzer 61 C. M. 79.50	Seeburg I-46 .. 450.00
Wurlitzer 71 C. M. 99.50	AMI Stream-liner .. \$109.50
Wurlitzer 24—Cellar Job with Packard Adaptor, Steel Cabinet .. 79.50	AMI Singing Tower .. 119.50
Rock-Ola 1422 .. \$385.00	Packard Boxes .. \$22.50
Rock-Ola Deluxes .. 109.50	Rock-Ola Boxes .. 3.00
	Buckley Boxes .. 2.00

WE CARRY THE LARGEST STOCK OF USED

EQUIPMENT IN THE NATION—

ALL TYPES, MAKES AND MODELS.

WRITE TODAY FOR COMPLETE LIST.

1/3 Deposit With Order—Balance C.O.D.

DAVID ROSEN, Inc.

EXCLUSIVE AMI DISTRIBUTOR

503 EVERGREEN AV. BALTIMORE 23, MD. Edmonson 5322

855 N. BROAD ST. PHILA. 23, PA. Stevenson 2-2903

Distributor in LOUISIANA TEXAS - ALA. - ARK. and MISS.

for

THE NEW 1948 BUCKLEY LINE

CONSOLE DIST. CO.

1006 Poydras St., New Orleans, La.

Phone: RA 3811

SAM TRIDICO BOB BUCKLEY
"CRISS-CROSS" BELL; DAILY DOUBLE
TRACK ODDS; 1948 WALL & BAR BOX.

Immediate Delivery!

MONEY

COUNTING AND SORTING MACHINES

ABBOTT COIN COUNTER COMPANY

143rd ST. & WALES AVE., N. Y. 54, N. Y.



TO *Coin* A PHRASE

This is **REALLY IT!**

Chicago Coin

HAS DONE IT AGAIN

- ★NEW FLIPPER ACTION
- ★DOUBLE BONUS
- ★HIGH SCORE
- ★SUPER-BONUS BUILD-UP POCKETS
- ★FREE PLAY LANES

Catalina
5 BALL NOVELTY

NEW FLIPPER ACTION Give
Player Greater Playing Action!

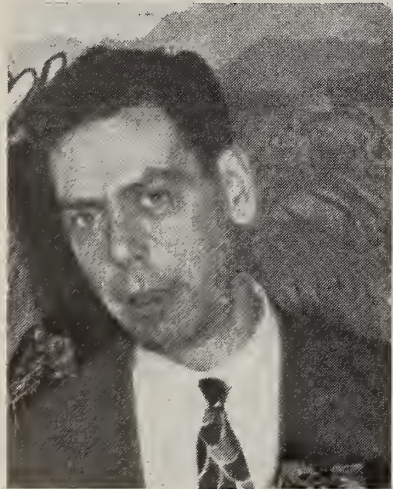
**PLACE YOUR
ORDER NOW!**

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS



Oettinger Becomes Music Critic



HERB OETTINGER

CHICAGO—Probably few in the nation's coin machine fraternity know that one of the outstanding critics of popular music is Herb Oettinger of United Manufacturing Co., this city.

Being in constant contact with coinmen very well known in the music trades and also listening to their arguments regarding pop music, Oettinger is reported to have developed into a critic of outstanding importance.

Just the other evening, this last week, brother employees of United Manufacturing Co. report that Herb was seen lugging home handfuls of record albums which had just been released by the outstanding diskeries.

Not only does he speak the language of music, but, it is said, his critiques of pop music have won him many arguments, to the extent where he has driven other critics of music, many many miles just to listen to their conversation regarding the very latest tunes.

Jack Moore Org. To Run AMI Service School



L. C. FORCE

CHICAGO—L. C. (Lindy) Force, general salesmanager of AMI, Inc., this city, reported this past week that Monte West, service engineer of the firm had gone to the West Coast to conduct a service school for the J. R. Moore Corp., who have taken on the AMI phonos and music accessories for the northwest and northern California area.

Monte West is well known as one of the leading service school instructors in the country. He has traveled thruout the entire nation arranging for service instruction of outstanding operators and their mechanics.

The J. R. Moore Corp. has offices in San Francisco, Cal., Spokane, Wash., and headquarters are in Portland, Ore. West will cover all offices of the firm and will first spend his time training the mechanics of the firm's offices.

SPRING IS IN THE AIR

*Scientific on Pokerino
Is Like
Sterling on Silver*

WRITE FOR DETAILS
ABOUT A
POKERINO CONCESSION

**SCIENTIFIC
MACHINE CORP.**

79 CLIFTON PLACE, BROOKLYN 5, N. Y.
Phones: NEvins 8-0566,-7,-8

MOTORS REPAIRED WURLITZER — AMI
— SEEBURG — ROCK-
OLA — MILLS. Rewound to Factory Specifica-
tions. Rapid service—repaired or exchanged
within 24 hours after arrival.

Complete No Extras \$6.00

M. LUBER
503 W. 41st (Longacre 3-5939) New York

The territory covered by the J. R. Moore Corp. for AMI consists of Oregon, Washington, Northern California, Western Nevada, Northern Idaho and Western Montana.

It is believed that at a later date service schools will be set up in all main centers of these states where mechanics of the firm, as well as Monte West, will travel and arrange for complete instruction of all music operators regarding the new AMI phonos.

Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!

Suggests Stickers For Pin Ball Games Reading "Entertainment For Sale—Only 5¢"



SAM WOLBERG

CHICAGO—Sam Wolberg, President of Chicago Coin Machine Company, well known thruout the nation for their many marvelous pinball games, suggests that the nation's amusement machine operators feature stickers on all of their pinballs advising the public, "Entertainment For Sale—Only 5¢."

The idea has clicked with all those who have heard about it and the suggestion that the operators tie in with a campaign to tell the public as well as all pinball players that they are actually buying entertainment, when they invest a nickel in a pin game, has met with great approval.

Operators who have been questioned stated that they believed this to be one of the best suggestions yet made.

One well known operator said, "This is in keeping with the slogan which was adopted some years back, 'Relax—Play Pinball', but, in my personal estimation, is even better than that slogan, for people are seeking economical entertainment and they will spend a nickel anytime to be entertained, especially by a pinball machine."

It is also believed that this suggestion can be greatly amplified and that it should eventually take the form of a public relations advertising campaign to boost the economical entertainment being offered the general public by pinball amusement.

So. Dakota State Ops Association Meet Mar. 7, 8 & 9

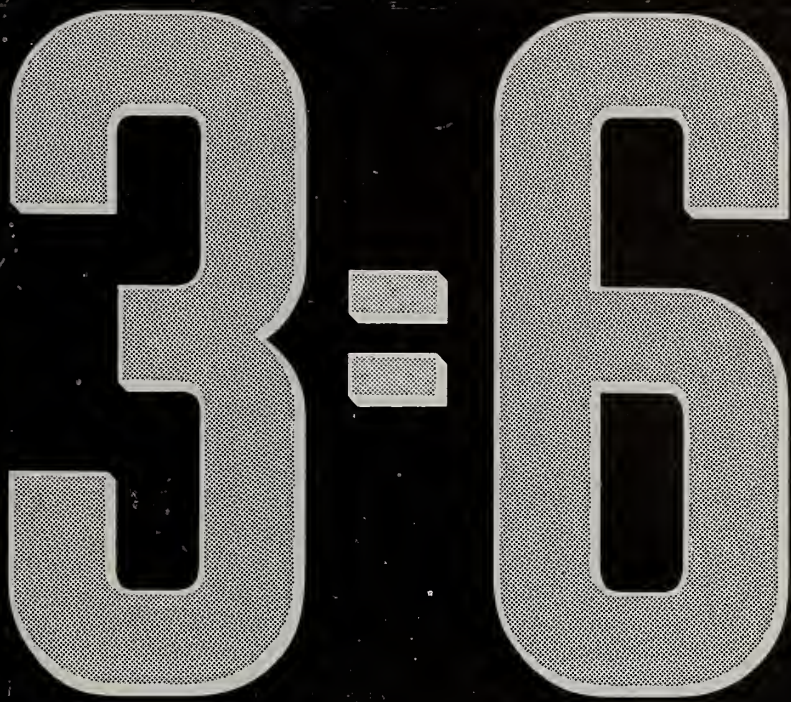
HURON, S. D.—The South Dakota State Operators Association will meet in this city on March 7, 8 and 9, 1948.

Many problems of great importance, it is believed, will be thrashed out at this three day meet.

There will also be present many out of town distributors, jobbers and operators, who are expected to bring those meeting here some extremely interesting news.

One of the most important items which will be brought up for discussion, it is reported, will be a new and better commission percentage arrangement for the state's ops and, the belief is, this may show the way to the best profits ever yet earned.

It is also hoped that representatives of the trade press will be present at this meeting and will deliver speeches to the members of the organization.



3 NEW RECORDS EACH WEEK
DELIVER 6 NEW SELECTIONS
on the AMI 40 Selection Phonograph

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILLINOIS

SELLING OUT

COMPLETE WIRED MUSIC SET UP THAT PUTS YOU IN THE MOST PROFITABLE PART OF THE ENTIRE MUSIC BUSINESS—RETAIL STORES, FACTORIES, BANKS, BEAUTY PARLORS, ETC., ALL PLEADING FOR BACKGROUND MUSIC. FULLY AUTOMATIC—NO ATTENDANTS—LOCATIONS ON 2 AND 3 YEAR CONTRACTS ON MONTHLY FEE. **\$1,600.00 Value Only \$795.00**

CONSISTS OF . . .

- 1 PERSONAL STUDIO AMPLIFIER WITH AUXILIARY AMPLIFIER
- 1 PERSONAL STUDIO TIMER
- 1 AUXILIARY TIMER
- 1 DISTRIBUTION PANEL
- 1 JUNCTION BOX
- 2 A. M. I. CHANGERS

NOTICE

This equipment is less than six months old and is fully guaranteed by us regardless of price. It opens the way for the intelligent music operator to cash in on every outstanding industrial, professional and retail background music location in his territory. Not only does he obtain locations on contract basis of from two to three years, but, gets a regular monthly fee from each account. This equipment is fully automatic—no attendants are necessary—set it once and it does the job by itself. Here's the greatest BUY we have ever offered to some lucky music operator. Write, wire or phone us immediately—first come—first served.

SCOTT-CROSSE COMPANY
1423-25 SPRING GARDEN ST., PHILADELPHIA 30, PENNA.

IN EVERYBODY'S BOOK IT'S



Lady

ROBIN HOOD!

The *ORIGINAL*
FLIPPER BUMPERS!

**COMPLETE SEQUENCE!
FLASHING STEP-UP TARGET BUMPER!
COMBINATION HIGH SCORE
AND FREE PLAY POCKET!**

**YOUR DISTRIBUTOR IS MAKING
IMMEDIATE DELIVERY!**

**SEE FOR
YOURSELF . . .**

*"There is no substitute
for Quality!"*

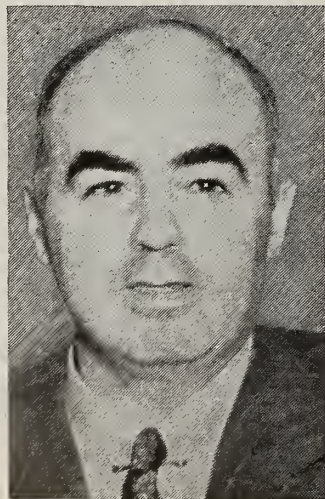


D. Gottlieb & Co.

1140-50 N. Kostner Ave.
Chicago 51, Illinois



30 Day Guarantee Clicks With Ops



PAT BUCKLEY

CHICAGO—The 30 day guarantee offered to the nation's bell operators by Buckley Mfg. Co., this city, has clicked with tremendous force, according to Pat Buckley, president of the firm and Gerry Haley, general sales-manager.

Haley had the following to say, "Our offer of a 30 day guarantee for the operators to try our Criss-Cross Belle met with such fine acclaim that we were almost swamped here with requests to ship immediately."

He also said, "We believe that the Buckley Criss-Cross Belle is going to open an entirely new era in the bell operation field and is going to give the players that extra something which

Offers Background Music Deal

PHILADELPHIA, PA. — Morris Gross, general manager of the Scott-Crosse Co., this city, reports that he has been lucky enough to obtain one complete set for the background music some operator will want to feature in his area.

Gross stated, "Music ops everywhere in the country have come to realize that wired single channel music has clicked with professional, industrial and retail locations and that this is one of the best money-makers there in in the music industry."

"We are offering a complete set-up for some lucky music operator", he continues, "at less than half the original cost price and believe that with the guarantee which we furnish this is one of the most outstanding bargains we have ever yet presented to the trade."

they have always wanted in a machine of this kind.

"We are putting everything we have back of the Criss-Cross Belle", he continued, "for, from tests already made, this machine has outshone anything ever before used in locations by experienced bell operators."

Altho the firm is concentrating on the Criss-Cross Belle at this time, they report that the demand for their famous "Buckley 1948 Track Odds" continues unabated, as does the sale of the 1948 Buckley Wall Box.

Report Irby Sells Interest In Walbox To Wrenn & Barber

DALLAS, TEX.—Collis Irby closed a deal on February 23 in which he sold his interest in the Walbox Sales Company to George Wrenn and Fred Barber, it is reported.

The firm and all three members are well known thruout the nation. Walbox Sales Company is one of the foremost distributors of all types of coin machine equipment in the Southwest. Wrenn and Barber have been associated with Irby for many years, and have a big following in the state.

Wrenn and Barber will continue to serve the trade as has been their practice all these years, offering the foremost equipment to the operators, and giving them the usual top service

PRICED FOR QUICK SALE

RECONDITIONED FIVE BALLS

Clean—Mechanically A-1

BALLY: Ballyhoo \$85.; Nudgy \$115.; Silver Streak \$115.

GOTTLIEB: Baffle Card \$60.; Lucky Star \$100.

EXHIBIT: Cross Fire \$70.; Fiesta \$65.;

Mystery \$65.; Smoky \$55.; Vanities \$65.

WILLIAMS: Cyclone \$70.; Show Girl \$75.;

Sunny \$175.

CHICOIN: Gold Ball \$100.; Playboy \$90.

UNITED: Havana \$65.; Rio \$55.

1/3 Deposit required, Balance C.O.D.

CROWN NOVELTY CO., INC.

920 Howard Av., New Orleans 13, La.

(Phone: Canal 7137)

NICK CARBAJAL, Gen. Mgr.

Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!

TRIPLE ACTION

by

GENCO

IT'S OUTSTANDING!
IT'S T-E-R-R-I-F-I-C!

PROMPT
DELIVERIES!

*Triple Action!
Triple Profit!*



ORDER FROM YOUR NEAREST DISTRIBUTOR

GENCO BUILDS GREATER GAMES
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS



Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

NEW YORK PIN GAME SITUATION FEATURED IN N. Y. TIMES STORY

NEW YORK—As reported in previous issues of *The Cash Box*, the pin game situation here hasn't been settled to the extent that operation can proceed with a free rein, and without the mental strain of wondering just what the local officials may decide.

In a feature full length column story, the New York Times of Thursday, March 4, the pin game is given outstanding prominence. Joe Hirsch, former manager of the Amusement Machine Operators Association of New York City is quoted as saying that since October, after a test case, the machines had been brought here and that the operators had not been bothered by the police in any way.

Police Commissioner Arthur W. Wallander, when questioned by the Times reporter, stated "We know that there are some in the city. But we are not sanctioning them because we have made twenty-five or thirty arrests, but we haven't been too successful in the prosecution. In fact, it has been practically nil." Wallander continued that it was difficult to obtain

convictions because the magistrates refused to say that the machines are illegal. "The arrests" he said "were made after the discovery that the pin games had been tampered with, and the elements of skill removed. Some of the machines have 'free plays', which the storekeeper may acknowledge with payments of money to the player."

Hirsch strongly refuted the statement that the machines were "illegal". "There are no free games" he stated "and we've cautioned the storekeepers against giving away any prizes whatsoever. They are adhering to the law religiously."

Hirsch referred to a report in 1941 in which the then Commissioner of Investigation William B. Herlands said that "pinball machines which are not equipped with a free play device and are not readily converted into free play machines are not gambling devices in and of themselves."

Commissioner Wallander asserted however "We'll have to watch the situation very closely. The action is in the hands of

our legal department."

Council Vice Chairman Joseph T. Sharkey, who introduced a bill to the City Council last December to license the equipment, operators, distributors, manufacturers and storekeepers, reported that the bill had been filed but "thrown out the window" when Mayor O'Dwyer said the city might be accused of putting illegitimate operators in the business. Commissioner Wallander also told Sharkey that "we're handicapped by the courts."

Commissioner Patrick Meehan, head of the Department of Licenses, told the Times reporter "They're placing these things all around the city, from what I hear. I don't like it. However, I have no licensing power at all on these machines. As far as I know, the problem is still up to the Police Department."

Coinmen familiar with the New York situation are confident that the city will continue to permit the operation of games if the legal conditions are met. However, they would be greatly pleased if at some time in the near future, a licensing ordinance would be considered.

WICO FLIPPERS FIT ALL MANUFACTURERS GAMES KNOW YOUR FLIPPERS!!

IN WICO "SKILL THRILL" REVAMP KIT
YOU GET ALL THESE FEATURES:

- COMPLETE PARTS AND INSTRUCTIONS (NO EXTRA PARTS TO BUY)
- SIMPLE, PERMANENT INSTALLATION
- QUALITY MERCHANDISE
- PROVEN PERFORMANCE (ASK THE OPERATOR WHO IS USING THEM NOW)
- SUBSTANTIALLY INCREASED PROFITS
- IMMEDIATE DELIVERY

Order A Sample Kit Today. If Not Satisfied Within 10 Days
Your Money Refunded.

COMPLETE KIT \$5.95
Distributors Please Write

WHEN ORDERING

Specify name of game and manufacturer to be assured that you get proper voltage coils operating from transformer.

OPTIONAL . . . WHEN ORDERING

Kits can also be supplied to operate on 110 volt A.C. circuit DIRECT if desired. Please specify.

WICO CORPORATION

2913 NO. PULASKI RD.

CHICAGO 41, ILL.

PHONE MULBERRY 3000

PALISADES IS NOW DELIVERING!

SENSATIONAL NEW
BALLY 5 BALL GAME

MELODY

ALSO READY
FOR DELIVERY

Keeney—Cover Girl; Chicago Coin—Catalina; Williams—Stormy; Exhibit—Build-Up; United—Manhattan; Gottlieb—Lady Robin Hood; Bally—Eureka; Genco—Triple Action. Complete Line of Evans Equipment.

A complete list of pre-war and post-war used equipment for New York Operators. Service and parts for all Consoles and Bell Machines.

PALISADE SPECIALTIES COMPANY

498 ANDERSON AVENUE

CLIFFSIDE 6-2892

CLIFFSIDE PARK, N. J.

20 Minutes from New York City Via Lincoln Tunnel or Washington Bridge

"Manhattan" For Manhattan



BILLY DeSELM

CHICAGO—C. B. (Billy) DeSelm, general salesmanager of United Manufacturing Co., this city, reported this past week that, "It looks like our Manhattan was made for Manhattan from reports we are receiving from the nation's largest metropolis."

Billy remarked, "When our Manhattan was originally shown to the trade we were absolutely swamped with orders and we have been working day and night here in an effort to fill them just as speedily as possible."

"We did not", he continued, "expect any swamp of business from New York. But", he says, "almost immediately after the announcement of 'Manhattan', Manhattan itself seemed to jam right down on us and it looks now like we're going to have our hands full trying to satisfy the demand from the nation's largest city."

De Selm points to the features which are causing a commotion everywhere for the "Manhattan" pinball they have just introduced as the reason for the almost overnight smash hit which this game has made.

He stated, "There is no longer any doubt that the nation's pinball operators want games that have just what the player cries for—simplicity—speed action—lots of thrills and suspense—but, above all, a real nickel's worth of entertainment."

Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!

In the "Major League" of Money Makers



Williams

BOX SCORE

Super DeLuxe

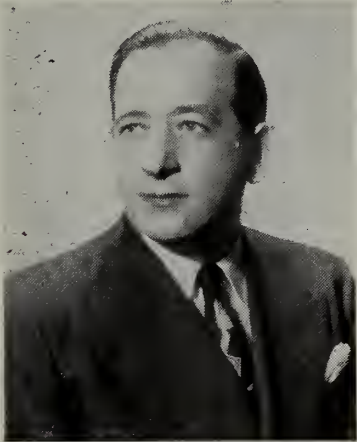
ROLL DOWN IS STILL AT THE TOP!

Scout its "big time" performance at your Distributor now! See for yourself why BOX SCORE commands big play and consistently high earnings.

Williams

MANUFACTURING
COMPANY
161 W. HURON STREET
CHICAGO 10, ILLINOIS

Visits Mid-West Aireon Showings



FRED MANN

CHICAGO—Fred Mann, regional sales representative of Aireon Manufacturing Corporation, announced that showings of the new "Coronet" 400 phono continues at the various mid-west distributors.

Mulligan Distributing Company, Pittsburgh, Pa. have set March 9 and 10 as their showing dates, and operators in that territory have been invited to view the Aireon line in their showrooms.

The Detroit showing at the Wolverine Sales Company takes place March 5, 6 and 7 instead of the February date originally announced.

Operators in Cleveland, O. have been invited to view the Aireon machines at the newly organized Erb-Wert Distributing Company on March 5, 6 and 7.

Fred reports that he will be on hand at all three showings. Extremely active, Mann is visiting the Aireon distributors in Milwaukee, Minneapolis and St. Paul before the above showings.

STANDARD BRAND TUBES

60% OFF LIST!

0Z4 Met.	5Y3G	6H6 Met.	6SG7 Met.	12SK7GT	46
1A7GT	5Y3GT	6H6GT	6SJ7 Met.	12SQ7GT	47
1H5GT	5Y4G	6J5 Met.	6SJ7GT	25Z6GT	49
1N5GT	5Z3	6J7G	6SK7 Met.	27	50L6GT
1V	6A8GT	6K6GT	6SQ7GT	30	56
2A3	6B4G	6K7G	6V6GT	32L7GT	70L7GT
2A4G	6B8 Met.	6L6 Met.	6X5GT	35L6GT	75
2A5	6B8G	6N7 Met.	12A8GT	35Z5GT	76
3Q5GT	6C5 Met.	6N7GT	12AH7GT	37	77
5U4G	6C8G	6R7GT	12SA7GT	38	78
5V4G	6D6	6SA7GT	12SH7 Met.	41	80
5W4 Met.	6F6GT	6SC7GT	12SJ7 Met.	45	83
					89

PIN BALL PARTS

Rubber Zip Cord (500 Ft. rolls)—per ft.	1 1/2c
Casters, Scratch Proof—Fit all Juke Boxes, sturdy, per set	\$1.00
Recording Blanks: 6"—9c — 8"—12c — 10"—15c	

WRITE US YOUR NEEDS

1/3 Dep., Bal. C.O.D.—Under \$10, Full Remit. **ORDER TODAY!**

JOE MUNVES

ECONOMY SUPPLY COMPANY
615 10th Ave., N. Y. 19, N. Y.

All Phones PLaza 7-2175

Seacoast Distrib. Biz Handled At Newark Offices Keeps Orenstein Busy



IRVING ORENSTEIN

NEWARK, N. J.—With all the executive details being tunneled thru the New-

ark offices of Seacoast Distributors, Inc., Irving Orenstein, manager, is one of the busiest coinmen in the East. Previously the New York office, run by Dave Stern and Harry Pearl, handled all business at that point. Now that the New York offices have been closed up and all business placed thru the Jersey offices, Irv has more than twice the work previously delegated to him.

"Altho all matters must come to my attention at this office" stated Orenstein, "we are covering the New York territory as diligently as always, and have a half dozen salesmen seeing the trade."

Seacoast is distributors for Rock-Ola phonos; Watling scales; and Daval's "Postmaster" stamp machine.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

MARVEL LEADS AGAIN!

GOLD MINE

with
The

PLUS
4
COIN
CHUTE

WITH ONE COIN CHUTE—PLAYER CAN PLAY FOR

5¢ 10¢ 15¢ OR 20¢

A GAME

WHICH MEANS: **LOADED CASH BOXES!**

"PLUS 4" COIN FEATURE COSTS ONLY

\$10⁰⁰
MORE

than regular price
of single coin
"Gold Mine"



DISTRIBUTORS!
WIRE
PHONE or
WRITE

FEATURING

- FOUR FLIPPERS
- SIMPLIFIED BONUS SCORING
- SIMPLIFIED OUT-HOLE SCORING
- KNOCKOUT POCKETS
- FOOL-PROOF BALL LIFT

EACH ADDITIONAL COIN INSERTED AUTOMATICALLY GIVES PLAYER A BETTER CHANCE TO WIN. HERE IS A 5 BALL GAME THAT CAN TAKE IN 20¢ INSTEAD OF 5¢ PER GAME!

SEE YOUR DISTRIBUTOR AT ONCE OR WIRE, PHONE OR WRITE TO

MARVEL
MANUFACTURING CO.

2845 Fullerton Ave., Chicago 47, Ill.
Phone: Dickens 2424

Parts & Service Dept. Brought To Op's Door



CHICAGO—Gordon Sutton, president of Illinois Simplex Distributing Company, Wurlitzer phono distributors here, pictured above shaking hands with Lee Taylor, head of the service department, and M. A. Bertels, general service manager of The Rudolph Wurlitzer Company, looking on.

Reason for all the ceremonies is the installation of a new service by Illinois for its music operator customers. The new truck is now bringing a Wurlitzer service and parts department right to the door of the operator.

"I don't claim that this special service is anything new" states Sutton, "but

this is the first time it's being used in this territory."

The back of the truck opens up, showing the interior with a complete display of parts filed orderly on both sides. A work bench and all the necessary tools are part of the traveling service stock in trade. Taylor, who will handle the truck in calling on the operators, expressed his enthusiasm over the great possibilities of this type of service. "No matter what the trouble may be, and best of all no matter in what isolated part of the territory it may develop, I can drive to it within a short time, and with the facilities on board the truck, all trouble can be serviced immediately."

COIN MACHINE MOVIES

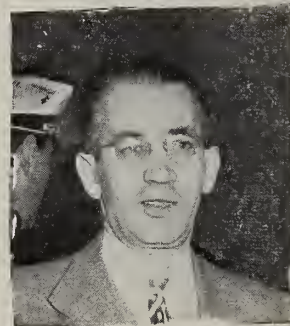
FOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 6 SUBJECTS
Our Films Get The Dimes

PRICE \$32.50 TO \$38.50 Per Reel

PHONOFILM

3331 NO. KNOLL DR., HOLLYWOOD 38, CAL.

Munves Prepares For Big Arcade Season



MIKE MUNVES

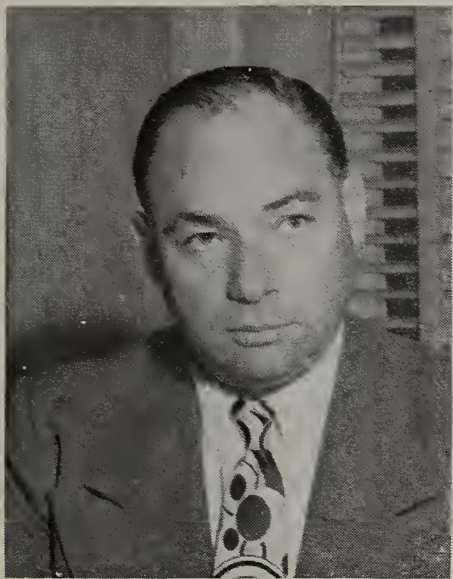
NEW YORK—Regardless of the unusually snowy weather that's been tormenting the entire country, "Spring" is definitely on its way. We are absolutely sure—because Mike Munves, the country's leading supplier of arcade machines, is the busiest man in town.

Munves tells us that even during the winter months, and at the Coin Machine Industries show in January, he was accepting substantial orders for the opening of the arcade season. Now the firm is busy getting the equipment ready for shipment thruout the country. Some arcades have been pressing him for immediate delivery so that they can operate during the coming months on week-ends.

Things are humming so briskly, that Max Munves, who spent the winter in Florida, is now back at the Munves' offices to see that all shipments go forth as rapidly as possible.

Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!

Washington, D. C. Coinmen Garner Front Page Publicity For Contribution Of \$1,649 To Police Boys' Club



BEN RODINS

WASHINGTON, D. C.—Ben Rodins, president of Marlin Amusement Company, heading a committee of 30 other coin machine companies of this city, presented a check for \$1,649 this week to two young boys representing the Metropolitan Police Boys' Club, as their contribution of District coin machine operators to the club's fund raising drive.

The presentation was covered by the local press with feature stories and photographs of Rodins, two boys and Sergeant Abel Mann of Precinct 1, Washington Police Department.

The money was obtained by the operators from receipts of their music machines, cigarette and amusement machines, who devoted several days' collections to the fund. Rodins informed the police club that the complete returns weren't tabulated, and that there would be additional monies to be added to the figure disclosed.

"We agree with the suggestions printed in *The Cash Box* over the period of many years, that we in this industry should show aggressiveness in maintaining a top public relations program" stated Rodins "and this wonderful publicity given this contribution, plus the inherent good-will obtained is invaluable. The operators who participated with us in the Police Boys' Club drive are to be commended highly."

Rodins is active in many other public relations programs, one of which is taking a flock of underprivileged children on a day's excursion on his cruiser during the summer months. His cash contributions to many fund raising drives are not made public, but we know they are many.

Atlantic City, N. J. Arcade Association Schedules Meeting

ATLANTIC CITY, N. J. — F. McKim Smith, president of the Atlantic City Arcade Association, announced that an important meeting of the association has been called for Wednesday, March 10 at 2 P. M. The meeting will take place at Central Pier, Atlantic City.

Arcade owners here are looking forward to the coming season with great optimism, and expect to have a record year.

"Keep Games Away From Schools and Churches"—Blatt

Supt. of Schools Orders Check of Locations



THEODORE BLATT

NEW YORK—D. William Jansen, Superintendent of Schools, this city, issued an order at Board of Education Headquarters, to truant officers of the public school systems to check stores in the vicinity of schools for evidence of gambling on pin ball machines.

Truant officers will turn over any evidence to the Police Department for appropriate action.

"I view with much concern" stated Jansen "the return of such machines and have notified the Bureau of Attendance to be on the alert to report any situation which might make necessary cooperation by the police. The matter will also be taken up with all school principals."

The Associated Coin Machine Operators of New York City, local games association, anticipated problems of this kind, as their previous experience has shown that there are always complaints from certain individuals, whether factual or not. Teddy Blatt, attorney for the association, and Bart Hartnett, general business manager, have always insisted that their members follow the association rules strictly—and one of the most important is to refrain from placing games anywhere near schools and churches. "We are not particularly bothered by Jansen's order" stated Blatt, "as our members have not been placing games near any schools. However, there is always the outsider who is hungry for a spot, and doesn't care where it is placed. We will cooperate with the Superintendent 100% to eliminate any evils that may arise."

Reno, Nev. Club Orders Additional 100 Pace Bells

Layout Totals 300 Bells



J. O. BATES

RENO, NEV.—Harold's Club, this city, has just completed the remodeling and refurnishing of an addition to the club, which doubles the present floor space. It is reported that the cost of the remodeling job is terrific, everything being done in the grand manner. The carpeting alone has set the club back some \$90,000.

There are 200 Pace Bell machines operating at Harold's at this time and the report this past week showed the heaviest play in the history of the club. With the new addition, J. O. Bates, general manager of Pace Manufacturing Company, Inc., Chicago, reports that the club has ordered an additional 100 bell machines, which are being shipped post-haste.

"The total of 300 bell machines gives this club a bell machine layout that probably has never had an equal anywhere in the world" stated Bates. "The demand for the Pace Bell machine is brisk not only from this location, but we are busy continually shipping the machines to our many customers throughout the country."

The firm is now featuring its 1948 Deluxe Chrome Bell, in denominations of 1c, 5c, 10c, 25c, 50c, and \$1. One of the major features of the bell is the huge giant jackpot, hand load up to 150 coins, and "adjustable" automatic load upon request.

"We guarantee all Pace bells" stated Bates "and will refund the operators money if after ten days trial they are not completely satisfied."

**TOP COINMAN
AVAILABLE
WILL GO ANYWHERE IN U. S.**

Thoroughly experienced in all phases of the Coin Machine Field as Distributor and Salesman of the foremost equipment. Will supply best references. Young. Well known to the trade.

EQUALLY CAPABLE INSIDE OR OUTSIDE. Have Car.

BOX. No. 77, THE CASH BOX
331 Fourth Avenue, New York 16, N. Y.

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Recuperates From Heart Attack



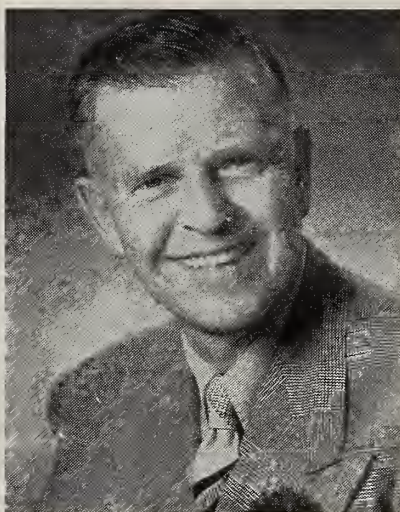
HAROLD KLEIN

MILWAUKEE, WIS. — The trade was shocked to hear that Harold Klein, popular Milwaukee coinman, was the victim of a heart attack this past week, and will have to take it easy for a while.

Klein and Frank Roelke of Great Games are manufacturing a roll down game "Tele-Roll" which they introduced at the recent Coin Machine Industries show in Chicago, and which they report was very well received.

While Klein is recuperating, Roelke will take full charge of the business.

Paul Laymon Looks For Biz Pickup



PAUL LAYMON

LOS ANGELES, CALIF. — Paul Laymon, genial head of Paul A. Laymon, Inc., Bally distributors here, reports that the past few weeks show a decided improvement in the buying activities of his customers, and every indication points to a big spring and summer.

"We are in a wonderful position, as far as variety of equipment is concerned" stated Laymon. "Bally machines run from standard type arcade equipment thru the entire roster of machines, such as rolldowns, pins, consoles, 1 balls, etc. With the welcome news that St. Paul is permitting the Bally Digger 'Hollycrane' to operate in that city, we are hopeful that we may be able to get similar licenses. Even so, our business is going great at this time, and looks like it'll get better and better from now on."

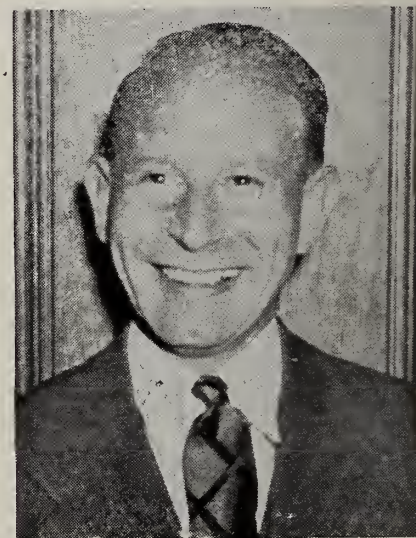
David Rosen Co. Baltimore Office Adds Frank Crowley To Sales Staff

BALTIMORE, MD.—The Baltimore office of the David Rosen Company announced this week that they had added Frank Crowley, formerly of the Marlin Amusement Corporation, Washington, D. C., to their sales staff.

Crowley will cover the territory, visiting each operator, to acquaint them with the AMI phonograph and accessories. In addition to phonos, Crowley will have his order book ready to take orders for all types of equipment, new or used.

"The firm carries a complete line of all new pin games and consoles, in addition to the AMI line" states Crowley. "We have in stock at all times a large selection of used equipment, such as games, arcade machines, cigarette vendors, and music machines. We can supply the operators' needs in parts of all kinds, and our fully equipped shop can handle repair problems. And, I don't want to overlook the wonderful record department we have."

Ponser Travels The Country On Sale Of "Pro-Score" Game



GEORGE PONSER

CHICAGO—George Ponser, George Ponser Company, this city, is planning a tour of the country to visit those territories where roll down games are being operated. Returning from a trip to New York City, Ponser immediately set up an itinerary which will take him to Cleveland, Detroit, and then to the west coast.

"These territories have shown that 'Pro-Score' is a big attraction and high earning game" states Ponser. "Once the operator places these games out on location, I find that the re-orders come in to us in steady streams. On my trip, I want to point out to many operators and arcade owners that 'Pro-Score' can earn good money during the coming spring and summer seasons."

While in the East, Ponser went out on locations with Irving Kaye, one of the big "Pro-Score" operators, and watched collections being made. He reports that he was bowled over when he saw the money that was played on the machine.

THE CASH BOX**CLASSIFIED ADVERTISING SECTION****COIN MACHINE
MART****CLASSIFIED AD RATE \$1.00 PER LINE**

OR ANY FRACTION THEREOF WHERE LINES RUN OVER. EACH LINE MEASURES 7½ INCHES LONG. FIGURE APPROXIMATELY 12 TO 14 WORDS PER LINE. CLOSING DATE IN N. Y. C. EVERY WED., 5 P. M.

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SPECIAL NOTICE TO \$48 PER YEAR SUBSCRIBERS

YOUR FREE WEEKLY CLASSIFIED AD PRIVILEGE CONTINUES. MAXIMUM SPACE 3 LINES. ALL LINES, OR ANY FRACTION, OVER 3 LINES WILL BE CHARGED AT THE RATE OF \$1 PER LINE.

WANT

WANT — To Purchase for export shipments — Model 1015 Wurlitzer, 1946 AMI's 146 and 147 Seeburgs. State quantity and your lowest price in first letter. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT — Mutoscope Fan Front and Red Top Diggers; Keeney Three Way Bonus Super Bells; Bally Special Entrys; Bally Entry; Draw Bells, etc.; Packard Boxes; 1015 Wurlitzers; Seeburgs. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. Tel: Garfield 3585.

WANT — The used records from your boxes. We buy steadily all year around. Top prices paid. Sell to Chicago's Largest Distributor of Used Records. We pay freight. Write, Call or ship to: USED RECORD EXCHANGE, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel: Dickens 7060

WANT — New & used Wall Boxes, Adaptors & Speakers; Twin 16 Adaptors for Rock-Ola; Mills, Jennings F.P. Mint Vendors; Solotone, Personal Music Boxes, Amplifiers, etc. Any 25 cycle equipment. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT — DuGrenier "S" Model Cigarette Machines. L & H VENDING, 4807 FOSTER AVE., BROOKLYN. N.Y.

WANT — Bally Draw Bells; Triple Bells; Keeney Super Bonus Bells for cash or will trade new pin games, new or used Roll Down games, Mills 3 or 4 Bells, Late Heads. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT — Watling, Pace, Rock-Ola and Mills Scales. Highest prices paid for established scale routes. Write full details. FOX SCALE CO., 247 BELDEN PL., HAMMOND, IND. Tel: MU 1064-J

WANT — Used Juke Box Records. Unlimited quantities. Top prices paid. We pick up within a radius of 150 miles. Write or wire. HARMEL MUSIC CO., 2809 OCEAN AVE., BROOKLYN 29, N. Y.

WANT — Used juke box records. Highest prices paid. Unlimited quantities. We purchase all year 'round. Compare our prices before selling your records. We pay freight. Call, Wire, Write FIDELITY DIST., 1547 CROSBY AVE., BRONX 61, N. Y. Tel.: Underhill 3-5761

WANT — New late pin games, close-out bargains. Keeney Bonus Super Bells; Bally Triple Bells. Will pay \$75. for Seeburg Vogues and Classics; \$50. for 71 and 81 Wur. w stands. Also want Slots, any make or model. Quote us prices, quantity and condition in first letter. NOBRO NOVELTY Co., 369 ELLIS ST., SAN FRANCISCO 2, CALIF.

WANT — Bally one-ball Entry's (Pay-outs) and 1948 Jockey Clubs. Wire, airmail or phone (5-0461) quantity and price. THE R. F. VOGT DIST., MILNER HOTEL BLDG., SALT LAKE CITY, UTAH

WANT — Bally Triple Bells; Bally Draw Bells (Plastic Buttons); DeLuxe Draw Bells; Bally Eurekas; Keeney Bonus Super Bells 5¢ and 25¢; Mutoscope Fan Front and Red Top Diggers; '47 Rock-Ola, Wurlitzer and Seeburg Phonos. Will buy over-stocks of late new or used pin games, for resale. Quote best prices, quantity and condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO, CALIF. Tel.: Ordway 3-3069

WANT — A few Watling Scales, fortune or Junior models, good condition, ready for location. PENNY WEAVERS, 1003 EAST 34th ST., SAVANNAH, GA.

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THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

FOR SALE

FOR SALE — We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKE LAND, FLA.

FOR SALE — Mills 1947 "Three Bell", like new \$425.; Set 5¢-10¢-25¢ Club Bells, new cabinets, guaranteed equipment \$575.; 5¢ & 10¢ Orig. Mills Bonus Bells, rebuilt - Silver Hammerloid (write); 25 Slot Machine Packing Boxes \$45.; 25 Pin Game Boxes, wire bound \$50.; Mills Slot Locks \$16. doz.; new Cash Boxes \$10. doz. Bargain list Free. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: 4-6152

FOR SALE — What have you to trade us for the following: 1 Photomatic, like new, latest model; 2 Packard Basement Units; 1 Tally Roll; several Bank Ball Super Rolls & Premier Ten Grand Bowling Alleys. SILENT SALES CO., 208 11th AVE. S., MINNEAPOLIS, MINN. Tel: Geneva 3645

FOR SALE — Auction. Make us an offer on the following Consoles: 17 - 5¢ Lucky Lucres; 6 Galloping Dominoes J.P.; 6 - 5 - 10¢ Pace Twin Reels; 2 Evans Lucky Stars; 11 - 10¢ Big Games; 3 - 5¢-5¢ Pace Twin Reels; 2 - 10¢ Pace Reels Jr.; 16 - 5¢ Big Games. HY-G MUSIC CO., 1415 WASHINGTON AVE. SO., MINNEAPOLIS 4, MINN. Tel: At. 8587.

FOR SALE — Operators! We have a large number of Pay Off Consoles - various makes - from \$20. up; all in good working condition. Also Slots, Pin Balls and Music. We will not be undersold. Tell us what you need and be sure to get our prices on guaranteed equipment. VIRGINIA NOVELTY CO., 400 WATER ST., PORTSMOUTH, VA. Tel: Portsmouth 1025

FOR SALE — Five Balls: Play Boy \$90. ea.; Kilroys, Baffle Cards \$75. ea.; Surf Queens, Big Hits, Big League \$25. ea.; South Seas, Streamliners \$20. ea.; Sky Blazers \$15. ea. All in top shape. C & M SPECIALTY CO., 832 CAMP ST., NEW ORLEANS 13, LA. Tel: Magnolia 5588

FOR SALE — New 5-Ball Pin Games: Lady Robin Hood; Humpty-Dumpty; Triple Threat; Cover Girl; Melody; Bonanza; Sea Isle; Nudgy; Star-Lite; Dolly; Singapore; Bermuda; Broncho; Hi-Ride; Treasure Chest; Tropicana; Heavy Hitter and the Vendco Coin Changer. You can't beat our prices and service. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON, D. C. Tel: HObart 3170

FOR SALE — 2 Skyfighters \$65. ea.; 1 Bally Defender \$50.; 1 Bally Rapid Fire \$50.; 2 Air Raiders \$49.50 ea.; 1 Victory Pool \$49.50; 1 Red Ball \$49.50; 2 Anti-Aircraft, Br. \$25. ea.; MARCUS KLEIN, 577 TENTH AVE., NEW YORK, N. Y.

FOR SALE — Mills slots and stands. I also buy same. Send me your list. MILTON BRAUN, RT. 3, BOX 428, SAVANNAH, GA. (Tel: 3-5432)

FOR SALE — Mills greatest proven money makers — original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors \$275.; late head Mills Four Bells \$200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE — Mills Four Bells, perfect \$50.; 1 Barrel Roll Skee-ball \$50.; Jennings Cigarolla \$30.; Undersea Raider \$50.; Loudspeaker \$5.; Seeburg Envoy \$200.; Mills Empress \$200.; Watling 10¢ Rol-A-Top \$50. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: 750

FOR SALE — Brand new Columbus 1¢-5¢ Peanut Vendors; 1¢ Ball Gum Vendors in Stock. Brand new Daval 5¢ Free Play Cigarette or Fruit Reels. Write: H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501.

FOR SALE — This Week's Specials! Suspense \$69.50; Surf Queens \$39.50; Step Up \$65.; Double Barrel \$44.50; Big League \$49.50; Undersea Raider \$75. An exceptional buy on slightly used AMI Phonographs. Write or Call. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel: 6-386

FOR SALE — 10 Keeney Three Way Bonus Super Bells, like new, guaranteed perfect mechanically and outward appearance \$800. ea. Terms: 1/3 Deposit, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE — All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: Temple 1-7455.

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THE CASH BOX**CLASSIFIED ADVERTISING SECTION****COIN MACHINE
MART****FOR SALE**

FOR SALE - Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. \$500. f.o.b. Los Angeles. Add \$25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2738-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE - DuGrenier W \$75., WD \$85., completely overhauled, equipped with double dime mechanism, choice of new beautiful two-toned blue and grey or maroon and grey. Terms: 1/3 down, balance C.O.D. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th ST., MINNEAPOLIS 11, MINN.

FOR SALE - 10 - 616 Wurl. \$75. ea.; 2 - 600R Wurl. \$150. ea.; 1 - 1940 Rock-Ola C.M. \$90.; 3 Seeburg Mayfairs \$150. ea.; 2 Seeburg Regals \$175. ea. All above machines in excellent condition. X-CEL NOVELTY CO., 1929 W. TIOGA ST., PHILA. 40, PA. Tel: RA. 5-8705

FOR SALE - William's All Stars \$275.; Ballyhoo's \$100.; Surf Queens \$35.; Big Leagues \$35.; Phonos: Seeburg Crown, Plaza, Gem \$125. ea. ANTHONY HIRT, 2303 NO. 11th ST., SHEBOYGAN, WIS.

FOR SALE - 25 Model 80 Kirk Astrology Scales \$169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3171.

FOR SALE - Guaranteed Used Machines - Bells; Consoles; One-Ball; Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 1006 POYDRAS ST., NEW ORLEANS, LA.

FOR SALE - 5 Ball Pin Games. All thoroughly reconditioned, cleaned, rails refinished, packed in good cartons. At \$25.: Sporty, Blondie, Big Town, Formation, Big Chief, Crossline. At \$30.: Four Roses, Band Wagon, Twin Six, Ten Spot, ABC Bowler, Flat Top, Chubby, Wild Fire. At \$35.: Towers, Show Boat, All American, Sky Ray, Spot Pool, Gun Club, Dixie, Clover, Hi Hat, Champ, School Days, Laura, Legionnaire, Venus, Seven Up. At \$45.: Arizona, Surf Queen, Midget Racer, Big League. At \$75. Superscore. One Balls F.P.: Sport Special \$45.; Dark Horse \$60.; Blue Grass \$65. Immediate shipment. 1/3 deposit, bal. C.O.D. W. F. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE - 4 Panorams, like new. Splicer, film, \$200. ea. F.O.B. Lewistown. 1/3 deposit with order. LEWISTOWN DIST. MART, INC., 27 VALLEY ST., LEWISTOWN, PA. Tel.: 2584

FOR SALE - 2 Wurlitzer 1015, less than 20,000 plays, \$575. ea.; 6 A.B.T. Challengers \$25. ea.; 1 Bally Triple Bell 25-25-5 play \$675.; 1 Keeney Bonus Super Bell 25-5 \$625.; 2 '41 Dominos \$75. ea.; 3 Bally Big Top c.p. \$65. ea.; 14 Personal Music Boxes \$10. ea. HUTZLER VENDING CO., 900 WINCHESTER AVE., MARTINSBURGH, W. VA.

FOR SALE - Write for list of special prices on new machines of all kinds. Also list of used post-war games at special prices. It will pay you to call Market 7-6391 or Market 7-4641. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA.

FOR SALE - Big Parade, Knockout, Victory, etc. \$10. ea. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILADELPHIA 21, PA. Tel.: POP. 3299

FOR SALE - Deluxe Draw Bells, Draw Bells, Bonus Bells. Best offer takes. VALLEY DIST. CO., 105 BRADDOCK AVE., TURTLE CREEK, PA. Tel.: Valley 9946.

FOR SALE - Almost new Strikes 'N Spares Bowling Game \$525. Will trade. G. MILLER, W. 2003 JACKSON, SPOKANE 12, WASH.

FOR SALE - 60 Wurl. 1947 3020 Wall Boxes, 5/10/25¢ Slightly used. ACE AUTOMATIC MUSIC CO., 127 NO. JEFFERSON AVE., SAGINAW, MICH. Tel.: 23735

FOR SALE - Advance Rolls \$125. BAY RIDGE AMUSEMENT, 3903 7th AVE., BROOKLYN 32, N. Y.

FOR SALE - 25 Electro-Serv Popcorn Vendors, 10 stands and 25 wall brackets, like new, cost \$3,541.91. Will sell for \$1200. REX COIN MACHINE DST. CORP., 821 S. SALINA ST., SYRACUSE, N. Y. Tel.: 2-8255

FOR SALE - Look at this. Baffle Cards, Mysterys, Rios \$65. ea.; Crossfires, Havanas, Kilroys, Vanities \$75. ea.; Cyclones, Gold Balls, Maisies, Play Boys, Bally Hoos \$100. ea.; Baseballs, Nudgys, Torchys, \$120. ea.; Hawaiis, Nevadas \$130. ea. 1/3 deposit. CROWN NOVELTY CO., INC., 920 Howard Ave., New Orleans, LA. Tel.: Canal 7137

FOR SALE - or trade. Several used 5 ball pin games and some arcade equipment. WANT - Clean Roll downs. FRANCIS G. FLANDERS, OSCODA, MICH. Tel.: 132-F-2

FOR SALE - Humpty Dumpty; Chicoin Baseball; Tornado; Play Boy; slightly used, excellent condition. Also Brand new Treasure Chest; Bally Big Inning. Also large assortment of Roll Down Games: Brand new Bally Hy-Roll; Williams Box Score; Tele-Roll. Like new: Genco Total Roll; Advance Roll and Genco new conversion Champion; 1 Roll-A-Score. Prices are right - write. KING-PIN DISTRIBUTING CO., 3004 GRAND RIVER, DETROIT 1, MICH. Tel.: Temple 2-5788.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

FOR SALE

FOR SALE - We need room. Your choice \$17.50: Four Roses, Marines At Play, Yankee Doodle, Girls Ahoy, Minicker, Miami Beach, Sun Beams, Yacht Club, Midway. All in playing condition. ADVANCE MUSIC CO., 1606 GRAND AVE., KANSAS CITY, MO.

FOR SALE - 25 5¢ Mills Jumbo Parade like new, reconditioned, painted, late heads \$75. ea.; 1 5-10-25¢ Keeney Bonus Super Bells, \$850., like new; 5 Mills Slots, Black 1 Cherry Pay 2 - 25¢, 2 - 10¢, 1 - 5¢, \$175. ea., used 5 weeks, like new. CENTRAL COIN MACHINE CO., 482 CENTRAL AVE., ROCHESTER, N. Y. Tel.: Main 5973

FOR SALE - Total Rolls \$30.; Total Rolls Converted, with buttons, \$50.; Rola Scores \$30.; Esso Arrows \$100.; Eight Ball \$100.; 7 ft. Premier Barrel Roll \$30. Bay Ridge, 3903 7th Ave., Brooklyn 32, N. Y.

FOR SALE - Scales, Kirks Horoscope, lots of ten \$500., single \$55. ea. Crating extra FOB Philadelphia. QUAKER VENDING CO., 5359 OXFORD AVE., PHILA. 24, PA. Tel.: DE 62518

FOR SALE - 3 Bally Hi-Hands, clean \$45. ea.; 1 Bally DeLuxe Draw Bell \$295.; 6 Photomatics \$275. ea. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH.

FOR SALE - Tubes, 60% off list, standard brands. Specify 1st and 2nd choice of brands. All tubes boxed. Extra special: RCA-6C4 45¢ (Mention The Cash Box) Send for our latest tube list. ENGLISH SALES CO., 620 W. RANDOLPH ST., CHICAGO, ILL.

MISCELLANEOUS

NOTICE - Music Operators. Motors rewound \$5.50; Wurlitzer counter model trays refinished and rebushed \$6.50. BILL'S PHONO MOTOR REPAIR, 5947 EMERALD AVE., CHICAGO 21, ILL. Tel: Englewood 8192

FOR RENT - Roll Downs - to established operators: Advance Rolls \$40. per month; Esso Arrows \$40. per month; Total Rolls \$18. per month; Lite Leagues \$16 per month. Total rental may be applied against purchase price. When writing send in three references. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, N. Y.

MUSIC OPERATORS - Our service is over six years old. If you have not yet used this service, you are losing a great deal on your operating costs. What Service??? Re-Sharpening your used phonograph needles. It is Dependable and Guaranteed in every way. Do not delay; send a card and we will send complete details and free shipping containers. RE-SHARP NEEDLE SERVICE, BOX 770, FORT DODGE, IOWA.

Engineer will design, develop and experiment on old or new coin operated machines. Electro-mechanical, electronic. Fee plus royalty. O. "WALLY" ARIAGNO, 458 W. 47th ST., NEW YORK 19, N. Y. Tel.: CO 5-9448.

PARTS AND SUPPLIES

FOR SALE - We are now closing out our stock of Black Cherry and Golden Falls Case and Casting Assemblies for \$30. ea. Assembly includes Castings, Wood Case, Club Handle, Drill Proofing, Award Cards, Jack Pot Glass, etc. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1302

FOR SALE - Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE - Pin Game Cartons. Heads Separate, leg wrappers and proper fillings. Best pin game cartons made, 310 lb. test cardboard, \$3. ea. on order of 10, \$2.85 ea. on order of 25, \$2.75 ea. on orders of 100. Let us know your needs. We also carry a complete list of Bally & Evans games & parts. PALISADE SPECIALTIES CO., 498 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel: Cliffside 6-2892.

FOR SALE - Radio Tubes, 60% off in quantities over 50. Can be assorted. All types in stock. Pilot lites Special! No. 47 - \$40 per 1000; No. 51 or 55 - 10 for 48¢, 100 for \$4.40, 300 - 42¢ ea.; Nos. 40, 46, 44, 47 - 10 for 58¢, 100 for \$5.30, 300 5¢ ea. BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 13, ILL.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

THRU THE COIN CHUTE



CHICAGO CHATTER

Jim Gilmore, CMI's secretary, tells me that from now on he will take his vacation immediately after the big convention. . . . Jim leaves for New Orleans with Mrs. Gilmore . . . and from there on a West Indies cruise . . . a nice vacation, even tho Jim had to wait for it. . . . Herb Jones of Bally getting production under way while planning new campaigns and working on one and a dozen other ideas. . . . Lew Gensburg of Genco to California where brother Dave is also spending the winter . . . leaving Myer Gensburg all to himself to take care of getting those "Triple Action" to the ops all over the nation . . . and that keeps Myer plenty busy these days. . . . English Nathan who opened his own parts and supplies firm a few months ago, and who just moved into new and larger quarters on West Randolph Street, is a very busy man these days as more and more coinmen learn his whereabouts and start calling around to say "hello" and wish him well.

John Chrest of Exhibit down with Virus X for over a week and too weak to come down to the office . . . the boys down at Exhibit report that they knew John was really sick when he at last called for a doctor. . . . Nate Gottlieb who simply can't believe that he isn't being visited at all hours of the day by out of town coinmen reported this past week, "Everything is quiet on the Western Front—so far." . . . Ed Levin, General Salesmanager of Chicago Coin, keeping plenty busy talking with coinmen from everywhere calling around to grab as many of the "Catalina" as they possibly can. . . . Sam Wolberg of Chicoin discussing the benefits of economical coin machine entertainment and makes a very swell proposal regarding featuring stickers on each and every game telling about the fact that the op is actually selling entertainment. . . . George Ponser flies home to spend a few days with his family before starting out on a long trip that will take him all the way to California. . . . George has been doing a very fine job with Pro-Score . . . we hear that he will visit with many of the firm's distribbers on this long jaunt.

Gordon Sutton of Illinois Simplex who is constantly traveling between the firm's three offices . . . Louisville, Indianapolis and Chicago . . . has just purchased his own plane . . . a Beechcraft Bonanza . . . and being one of those expert fliers it's reported that he's covering the three cities in speedy time these days. . . . Lots of changes over at Filben . . . Sam D. Drucker is now vice-president and assistant salesmanager . . . Bill Raben is salesmanager . . . Bert Davidson resigned as of February 1 . . . and with their new model coming out on April 1 both Bill and Sam report that they are working like beavers to get set for the rush. . . . Billy DeSelm over at United Mfg. Co. also busier than ever since the announcement of "Manhattan" . . . its new features grabbing the spotlight and keeping him answering those long distance phones all day long . . . seems that a gang of guys who were down at United when the boys unveiled this new one went absolutely ga-ga over it . . . acclaiming it one of the most outstanding yet built by the firm.

Dave Wallach of Marvel Mfg. Co. actually knocking himself out in his tremendous enthusiasm over the swell reception given their new "plus-4" coin chute which allows the player to insert 20c into the same 5c chute. . . . Dave reports that the reaction to this new 4 play chute was really gratifying with many predicting it may open the way to a new era in pinball play. . . . Ben Coven who is keeping himself busy these days with television and radio and what not reports that "I'm looking for that new idea" . . . and that isn't too easy to find, Ben . . . but, it may be just around the corner. . . . The two Sterns, Sam of Williams Mfg. Co. and Al of World Wide Distribbers, arm in arm it up Randolph Street in animated conversation. . . . Ed Vojack, new adman for O. D. Jennings & Co., reports that he's so busy these days he just hasn't the time to even look up from his work. . . . Gerry Haley and all the gang over at Buckley Mfg. Co. very much pleased with the reception given their new bell, they report.

Ted Rubenstein, who heads Marvel Mfg. Co., has been operating since he was 19 years old . . . that's over 30 years now . . .

and the angles about operating Ted doesn't know, I'm told, aren't yet known. . . . Vic Conforti over at Distrib. Corp. reports that the Aireon 400 Coronet is moving right along . . . also advises that Lou Koren is still down in Florida but that he should be back very soon. . . . Those boys from Memphis . . . Clarence Camp . . . Buster Williams . . . even when not in town are well represented by those big trucks they send up here to pick up machines for them. . . . Nice pick up in conditions generally thruout the country, according to reports manufacturers here have received. . . . Sam Stern is making a real party out of a visit to New York . . . taking along six couples . . . doing the shows and the nitespots. . . . Charley Schlicht of Mills Industries advises about the new sales and price policy on Mills Constellation and attracts plenty of attention from music ops. . . . Rex Shryver of H. C. Evans & Co., busy as a bee now that deliveries have started on the firm's "Bat-A-Score" and orders are being filled just as rapidly as possible. . . . Rex also reports that orders for all of their line have shown swell pickup.

Eddie Hanson of Groetchen Tool very, very thrilled over the reports brought in to him on the 18 games that were placed on locations here to check collection returns on "Camera Chief." This little three dimensional viewer features famous syndicated comics. Collection slips Eddie has in his office prove that "Camera Chief" has been taking in an average of about \$15 per week . . . and that is something, brother, believe you me. . . . Jack Semel and Willie Levey of Supreme Automatics, Inc., Brooklyn, N. Y., in our town to meet with Sam Stern of Williams Mfg. Co. . . . Sure was sorry to hear that Harold Klein of Milwaukee suffered a heart attack and that he's confined to his bed for about a month or so. . . . Frank Roelke of the same firm reports business very good.

"Bally" Sally Goldstein of Coven Distribbers claims that, "Someone must have been kidding you when they said I was no longer here" . . . it seems that Sally was out for a day and when one of the reporters here phoned . . . the party who answered said she was no longer there . . . meaning for that day only. . . . Lots of guys very much impressed with the way the new United Mfg. Co. plant at California and Roscoe is going up . . . not only plenty of space to build games . . . but the entire plant will be air conditioned . . . all on one floor and all set for speedy shipping of their games with two loading platforms . . . one on Roscoe and one on California . . . main entrance on California Ave. . . . and Lyn Durant to have the only two floor section of this huge plant with his offices contained therein . . . as one coin machine wag stated, "Well, one thing we know, the first two games which will come out of this plant will, in all probabilities, be named 'California' and 'Roscoe'." . . . Gordon B. Mills of Mills Industries advises that the trade simply must go ahead because of its right-on-the-doorstep economical entertainment and merchandising . . . seems like a lot of the boys have overlooked the fact that they offer the public something no other division of the entertainment and merchandising fields can offer . . . economy . . . easier-to-get-to merchandising . . . and complete efficiency.

Effect television will have this summer on juke boxes here, what with major league baseball games being played at night, has many of the juke box ops all hot and bothered . . . yet N. Y. C. ops, who have already gone thru this sort of thing, report that they no longer worry too much about video's effect since they installed more auxiliary speakers and cut down on the volume. . . . J. A. (Art) Weinand of Rock-Ola Mfg. Corp. thrilled to hear what a swell job Bill Suter of Morcoin, Manila, P. I., is doing for the firm. . . . Suter is putting on a terrific show in the Philippines for the new '48 Rock-Ola Magic-Glo phono and Art believes that he'll bust all previous sales records . . . by the way, Bill Suter, also reports doing one grand job with the equipment of every manufacturer he represents. . . . Jean Bates over at Pace Mfg. Co., is really thrilled with the reception given his announcement on the firm's bells . . . seems like many of the nation's ops like the Pace merchandise because of its light weight and its speed action. . . . Milt Salstone of M-S Distrib Co., is planning to surprise the record trade here very soon with an important announcement.

THRU THE COIN CHUTE



EASTERN FLASHES

Interesting to music ops here is the digest turned out by Piel Bros., local brewers. Called "Beer Facts", the booklet releases information after a survey on whether a television set in bars and taverns increases the business of the location. Both advantages and disadvantages are listed. Some of the locations are very enthusiastic, and others slightly disappointed. Most taverns show a spurt in sales upon the installation. Others find out that it attracts non-spenders, and slows up the "regular" spenders. When feature sporting events are scheduled, it is found that the location draws many additional "customers". One comment worth remembering is "Television receivers will continue to draw extra trade only so long as this medium of entertainment is available to a limited degree in certain communities. As soon as every tavern has a television receiver, the value of this selling aid is reduced."

* * *

R. J. McGlynn and his wife in from Sydney, Australia for a combination business pleasure visit. McGlynn and A. C. Jordan of Modern Music Company, Cape Town, South Africa, are the biggest operators in those cities. The firm has additional branch offices in Port Elizabeth and Johannesburg, South Africa; and Auckland, New Zealand. McGlynn is doing considerable buying here, which is his first visit to the states. The most important problem they have to overcome is the price situation. By the time equipment arrives back home, the cost is increased by 50% over the purchase price, due to import taxes and shipping charges. McGlynn tells us that business is off about 30% from the peak war days. However, music machines are doing quite well, being operated on a 10c, 3 for 25c basis. Games run for 5c. Records are very costly as they must be purchased from England. It seems that these English companies have deals with the American companies that covers all purchases in Sterling coinage. McGlynn will remain in the United States for about four to five months, and will be visiting Chicago very shortly.

* * *

Joe Munves, who announced the purchase of Economy Supply Company, parts and supplies business, last week, entertaining many of his friends who are visiting him to wish him the best of luck. Joe's many years of experience in the various phases of the coin machine business is invaluable to him in securing items for the trade. In addition, his friendships in the business runs into the thousands. . . . Remember Al Sherry, the Brooklyn pin game operator and jobber of some years back. Al tried his hand at jobbing in Cincinnati when the town went down, and then during the war ran an arcade in Norfolk, Va. At this time, Sherry is completely out of the business, owning two Army & Navy stores in Norfolk. He was in town this week, and spent some of his time visiting along coinrow with his friends. . . . Willie Levey and Jack Semel, Supreme Automatics, Inc., Brooklyn, in Chicago this week visiting the Williams' plant. George Holzman, the other member of the Supreme trio, remains at the office. The boys are being complimented by Williams for the wonderful selling job they are doing with "Stormy".

* * *

There's quite a difference in the atmosphere at the offices of Modern Music Sales Corporation over that of a half dozen months ago. Today, the many offices are filled with

executive personnel, stenographers, bookkeepers, et al. And Nat Cohn, the boss, on hand at all times, busy, busy, busy. The firm's activity caused by the recently acquired Aireon Phonograph line, distributing Signature records, Daval's stamp machine, and its interests in Gem Records as a manufacturer. With all these business activities on his hands, Nat is spending some time seeing that everything is going ahead on schedule with those plans for the opening of his newly built home in Belle Harbor. . . . Al Simon, Chicago Coin Machine Company's representative in the east, getting ready to move into those sumptuous new offices on West 42nd Street.

* * *

The terrible snow and sleet storm that hit the city on Tuesday kept Barney (Shugy) Sugerman, Runyon Sales Company, away from the New York offices. Usually Shugy braves all kinds of weather, but this one was too tough. Jack Mitnick of the New York office, wasn't lucky either. Despite the storm, he had to go out to see some customers. . . . Phil Mason, Dave Lowy & Company, who was expected back from Florida this week, phones he'll stay another week. Another victim of "sand in his shoes". Dave Lowy grins at the news, but threatens "He better come back soon! I'm next, and I want to get away now!". Lowy's getting fatter by the minute, and is back to the weight he dragged around before the army trimmed him down to a normal size. . . . Max Munves, Mike Munves Corporation, who spent the entire winter in Miami, met up with F. McKim Smith, president of the National Association of Automatic Machine Owners. Smitty was getting ready to return to Atlantic City. Which reminds us—Al Schwarz, NAAMO public relations director, was in town on association business.

* * *

Phil Gould getting ready to open a new tremendous arcade at Coney Island. Named "Pleasure Land", the arcade is 50 x 200 feet, extending the entire block from Surf Avenue to the Bowery, and is located between Stillwell Avenue and 12th Street. The arcade will feature Poker tables, skee balls, and all the latest arcade machines. Many separate concessions, such as frankfurters, drinks, photograph, etc. have been let out. . . . Harry Schneider and Steve Quinn, Seaboard New York Corporation (10th Avenue) two of the busiest guys on the street. Harry reports that the operators have gone for Genco's "Bubbles" in a big way, since two roll over contacts have been added to the top of the playing board, and two flippers at the center on both sides of the game. "These additional features make the game extremely attractive on location" states Harry. . . . Ben Becker, Ben Becker Sales Company (Bally sales representative) home most of last week nursing the flu, returns for a day, but couldn't quite take it. He had to return home almost immediately. . . . Hymie Rosenberg, H. Rosenberg Company, distributor for Bally here, reports that "Melody" going so big, he can't keep a sample on the floor. . . . Steve Delwin, experienced local game operator, back in action with pins. . . . The many friends of Jack Fitzgibbons elated to hear he's recovered sensationally, and is now off the "danger" list. . . . Teddy (Horizontal) Seidel, in conversation with the visiting coinman from Australia, R. McGlynn, discovers that they have mutual friends in "Kangeroo" land. Teddy recalls some of his best bouts took place there.

THRU THE COIN CHUTE



CALIFORNIA CLIPPINGS

Music distribs and ops watched the local sheets this week with as much interest as song writers, recording artists and John J. Public, as Mr. Petrillo once again made the front pages. . . . Small local outfit by name of Standard Radio Transcription Services demanded via letters to Petrillo headquarters in Chi and to Los Angeles Local 47 that ban be lifted . . . or else . . . Legal alternative threatened by firm was a Federal court order for Musicians Union to bargain collectively "in good faith." . . . Beef was set off when Ike Carpenter's ork absent from scheduel'd transcription. . . . Local 47 radio rep dismissed the matter by saying "We don't negotiate such contracts here—that's a national matter." . . . Standard's mouthpiece quoted from the Taft-Hartley Act and said, "Bargain by March 22— or else."

As to the music ban, it's time a bubble was burst for the benefit of coin machine people and the consuming public. . . . The legend about recording in Mexico, pooh-pooh to you, Mr. Petrillo, has turned out to be little more than legend. . . . Eddie Mesner of Aladdin Records, just back from South of the Border, says the Mexican gov't ban on American companies cutting down there is a tight one. . . . Eddie figures musicians, disc makers and Taft-Hartley position will arrive at compromise solution before Mexico lifts its ban. . . . Confirming this policy of our Latin neighbor is Holiday Records' Lou Chudd, who reports that "he knew all the time" the boys were just whistling Dixie when they promised to take their business to Mexico. . . . Lou should know as his outfit has had production setup operating there long before the bans were posted. . . . Holiday, by the way, will soon depart from their almost exclusively Mexican music and go in strong for a race and hillbilly line. . . . Speaking of exclusive, here's one from Exclusive that isn't. . . . That doubletalk translates into ad man Charlie Craig's answer to the old "What's new?" . . . Charlie's response was "Nothing's new" and as we've promised to reward the next guy quoting that immortal comeback with his own words in print, here it is. . . . Come to think of it, that might be the Craig man's sly way of getting in print.

There's something new with Charlie's Exclusive boss, Leon René, whose Publication co. bearing his name is expecting a windfall from the Bill Anson-Ted Mossman "When I Write My Song." . . . Disc jockey Anson should know a good thing when he writes one and composer Mossman is so sure of its success he's already bought a new house on the expected royalties. . . . Pacific Music Sales Co., which is plugging the tune, will launch an all-out drive next week. . . . Juke men have a wide choice in the platter . . . recorded by Decca's Eddie Heywood, Exclusive's Herb Jeffries, Columbia's Cugat with Buddy Clark, Mercury's John Laurenz and Victor's Freddy Martin. . . . Traveling Biharis at it again, this week Sol back at Modern's Beverly Hills home office from N. Y. . . . Mercury's Mike Kurlan comes up with promise of a coiner in Frankie Laine's new "Four Leaf Clover," due for the boxes this week . . . and with nary a banjo, says Mike. . . . Other Mercury platters slated a healthy play are "Cira-Cira Bim" with whistling Elmo Tanner and Ted Weem's outfit. . . . Steve Gibson and his Red Caps carrying a nostalgic torch in "Those Wedding Bells Are Breaking Up That Old Gang of Mine." . . . Dinah Washington's "No Lonely Gal Blues" and "Ain't Misbehavin'."

Art Rupe of Specialty announces new releases set for Camille Howard, Roy Milton pianist, who will solo via ivories and vocal with "You Don't Love Me." . . . Rupe has picked up options on Milton, Camille, Jimmy Liggins, the Pilgrim Travelers and the Nelson Alexander Trio. . . . He plans publicity and promotion program for these artists covering three to five year contracts. . . . Delson and Stoken Distribs are blossoming out with new record line in Mary Howard label. . . . Included will be Ethel Waters Album and sides by Walter "Foots" Thomas. . . . Their Rainbow platter of flutist Esy Morales' Jungle Fantasy bongo-rumba has smart line on streamers: "Do Not Play This Record in the Dark." . . . It doesn't say what will happen if you do. . . . Over at Charles Washburn's music is in the air these days with a promotion tie-in planned by his Coast Record Co., with Paramount studio for Dorothy Lamour's waxing of "Queen of the Hollywood Islands." . . . Ad man Ralph Bass says all he needs is an enterprising jukebox manufacturer to round out the deal. . . . "Who Put the Dream In Your Eye," the Coast tune by Mark Warnow ork and singer Lorry Raines, has its eye on the Hit Parade . . . and it isn't dreaming, quotes Bass.

Ops who favor wired music should be glad to hear that the Pantages-Maestro Corp. will be ready to ship new equipment by next week. . . . Lunch with Paul Reiner of Black and White was well interspersed with raves for Maggie Hathaway's "Here Goes a Fool" and her brand new disc, "Nobody's Business What I Do." . . . Paul, in between his pastrami on rye, said something like this: "Versatile, that girl . . . ranges between Billie Holiday and Nellie Lutcher . . . with Ethel Waters' personality to top it off." . . . He also managed to squeeze in mention of T-Bone Walker's new release, just hitting the boxes . . . "I Wan' a Little Girl" with "T-Bone Shuffle on reverse." . . . Reiner promised some news of major interest to record distribs in near future.

Ben Pollack, headman of Jewel Records and music maestro for Black and White, joined us for cheesecake and gave out with a nice takeoff on "Mishigener Hershel," the Yiddish takeoff on a Santa Anita racetrack announcer. . . . The record, which is backed by "Dalang der Shlang, Mr. Butcher," is getting a nice play not only in Jewish circles but also in race spots. . . . You don't have to understand the dialogue to get the humor. . . . Ex-orchestra leader Pollack wouldn't confirm it but we've heard a rumor that Hershel is none other than Harry Ritz incognito. . . . A natural for the jukes for sure now is Tex Williams' "Cigaretts, Whiskey and Wild Wimmin" (right spelling). . . . The major networks barred it but definitely this week. . . . Capitol has two coiners ready for release in the King Cole Trio's "I've Only Myself to Blame" and "The Geek," a wildeyed novelty on the other side.

Bernie Shapiro, our old school chum who now answers to Mr. President at the Adams and Fairfax Corp., tells us Montreal distrib Moe Fine dropped in at the plant for a visit. . . . Sales manager Al Silberman is off again, this time to Florida. . . . Another traveler this week is Aladdin's Leo Mesner, who nailed brother Eddie to the desk before taking off for Chi and New York. . . . Bill Wolf of M. S. Wolf still on the road, Fresno today and San Francisco tomorrow. . . . One traveling man we found in on Coin Row was C. A. Robinson, whose Al Bettlemann took a turn at the wide open places. . . . Back from a long haul, all the way to Guatemala was E. T. Mapes, visiting the local offices before heading for home and San Francisco. . . . Ad man Ray Powers busy with buyers so right hand gal Lucy Garcia gave us report about Filben Mirro-cle moving out like the proverbial hotcake. . . . Bud Parr and Fred Gaunt bumped their heads together at General Music and came up with the inevitable boost for Magic-Glo. . . . Seems the courtesy "Thank You" button on the box is really paying off, according to the boys. . . . George Murdock was on the premises from San Francisco while we were around. . . . Found Bill Williams weathering a calm while waiting for more copies of "Stormy" to arrive. . . . The Williams' Box Score still on tap and still scoring, says Bill. . . . Ops troubled by old equipment acting up might drop in at Pacific Coast Distribs, where mechanic Powell Mark is supposed to be able to fix anything with a coin chute.

Badger Sales' W. R. Happel Jr. is still waiting eagerly for Keeney's new cigarette machine. . . . Paul Laymon excited about Bally's new game to be unwrapped this weekend but still strictly on the hush. . . . Caught Charlie Fulcher in a comparatively quiet moment and he proudly showed us the new Mills Constellation 40 selection and bonus feature . . . six records for two-bits. . . . The box's unique appearance might be rated as another asset. . . . On subject of handsome boxes, the new Air-eons really rated high praise from the local gentry last week. . . . Rudy Greenbaum and Ed Whisler came in from the factory to help regional rep Aubrey Stemler and Sicking Distribs' pair of Jacks (Simon and Ryan) with the unveiling. . . . Struck us as a solid looking juke, yet streamlined and alive. . . . Nice chat with Cele, Sicking's Latin type secy who gave the boxes some competition. . . . At Automatic Games Sammie Donin and George Warner cutting up a few touches with Dannie Jackson, just back from Pismo Beach. . . . Seen on the Row: Raymond Hendricks from Hanford, San Bernardino's F. W. Kaiser, San Luis' Eddie Lee, Visalia's Ivan Wilcox, Lomita's Thomas Boddy, Long Beach's Stanley Little . . . Bakersfield's Mrs. Fred Allen . . . San Diego's Cecil Vincent and Harold E. Quinn and E. E. Peterson.

THRU THE COIN CHUTE



MINNEAPOLIS

Brother, ever see a snow storm? . . . a Minneapolis-St. Paul snow storm? . . . well, if you haven't here's some idea of what one can be like . . . ever since that snow storm of February 27 and 28 the Twin Cities are still trying to dig themselves out . . . maybe this is what they mean about March coming in like a lion and going out like a lamb . . . let's hope for the lamb to come in, but quick . . . in fact, the highways leading from the Twin Cities to the northern part of our grand state, and all the rural sections, are still snowed under . . . it may not have been as bad as that 28 inch fall they had in New York . . . but . . . believe you me . . . it was a darn good facsimile . . . and, from what we hear, it will be several days before the snow plows get thru . . . so, if you don't get too much news here of the guys and gals from all over Minnesota . . . blame it on ole man Winter . . . he's still around.

Gordon and Mrs. Rowe of Onamia, Minn. stopped off here in Minneapolis for a few days enroute home after spending a very pleasant vacation, they tell me, in Denver, Colo. and also visiting in New Hampton, Ia. . . . Bob Aherin of LaMoore, N. D. called on our town this past week and visited with some of our well known distribs and jobbers . . . seems like Bob was plenty well satisfied with what he saw, heard and bought. . . . Floyd Carlin of Sioux Falls, S. D. also called on our town this past week . . . "on business" . . . says he . . . and, from what we can gather . . . Floyd did the business.

Another visitor from Sioux Falls, S. D. this past week . . . none other than Don Schmidt . . . who drove in Friday . . . just ahead of the storm . . . and, from what I can gather, it was the speed of that car of his that beat the storm into our town . . . Don, tho, was forced to spend the weekend here because it was impossible to drive back . . . but, I guess he enjoyed it anyway. . . . Say, I'm gonna get the prescription on how to do this "vacationing" business from Hank Sabes of American Sales Co. of our town . . . Hank and his missus just returned from a very, very pleasant trip to Bermuda . . . and what happens? . . . they popped right off this past week for many, many days of visiting under Southern California's warm sunshine in Los Angeles . . . youse guys and gals from L.A. who read this'll meet two very swell people in Mr. and Mrs. Sabes.

Oscar Winter of LaCrosse, Wis. drove into our town and spent a few days visiting about among our noted distribs here . . . Oscar is one man who simply steps into his car—steps on the gas—and away he goes. . . . Wesley and Mrs. Smith also deserted us . . . and just in time, too . . . they left for a very nice vacation in Los Angeles. . . . Say, what's coming off here . . . is everybody going to Los Angeles? . . . so what'm I doin' in town? . . . By the way all you guys who are interested . . . the quarterly meeting of the South Dakota State Operators' Association will be held in Huron, S. D. on March 7, 8 and 9 . . . three very interesting and informative days. . . . Johnny McMahon of Eau Claire, Wis. also in our town, but, for only a day . . . what'samatta, Johnny, don't you love us anymo'?

Roy Stimpert of the Springfield Music Co., Springfield, Minn. was seen here, there and everywhere in this man's snowed in town this past week . . . looks like Roy was just lookin' . . . or was he? . . . J. C. Weber of Blue Earth, Minn. made us feel swell . . . he was in town for a few days last week . . . and told us that business was absolutely swell . . . an' believe me that's the kind of guy I like . . . who doesn't care what's about thisa or thata . . . but just keeps right on going ahead and doin' a very grand job. . . . One of our greatest sports fans here in Minneapolis is Harold Lieberman . . . a very swell person . . . and the other night we saw him in Minneapolis Auditorium watching the big basketball tournament with his son and daughter . . . and . . . getting a real, big bang out of it, too. . . . And that always reminds me . . . one guy in our town who takes over his son . . . and, by the way, his son is supposed to know what it's all about, for the kid's a student at our famed Minnesota U. . . . is Willie (The Sphynx) Cohen . . . Willie just never loses to that grand boy of his and has become one of the best sports in our community.

NEW ORLEANS

Louisiana coinmen were watching the primary voting for governor this past week with a great deal of interest. The vote, a record by the way, went to Earl K. Long, brother of the famous "King Fish" Huey P. Long, by a majority of over 200,000. . . . Dixie Coin Machine Company and Console Distributing Company, are two of the business houses in this city sponsoring a radio program "This Is Our United States", which is broadcast over station WNOE each day from 12 to 12:15. Savings Bonds are given away as prizes for the best contest entry. . . . Ray McKinley, the popular orchestra leader, is at the Blue Room, which together with the Ice Show, was held over. He's been at this spot now for over two months.

The Bing Crosby record of "Now Is The Hour" is the top tune in most of the spots here. . . . Coinmen attribute the good weather that's been on tap recently to the two Gracies, who spent some time here—Gracie Allen, the radio star, and Gracie Fields, the English songstress. Fields is playing at the Beverly Country Club, and is reported to be drawing record crowds. . . . Bob Buckley and Sam Tridico, Console Distributing Company report that their special delivery service is responsible for quite a good deal of business. They also state that Ward Peters flew to Dallas, Texas, this week on business for them. Ward flies his own new four passenger plane. He was a pilot instructor during the war. . . . Henry Fox, the "Poydras Street Trader" having a rough time with old man sickness. He was laid up with the flu, his young son had his appendix removed, and his little daughter was sent to bed ill. Mrs. Fox had to be the strong one, and nurse her brood.

Johnny Bertucci, somewhere in the Florida waters fishing from his new boat, which is described as terrific by those who've seen it. . . . Ed Holyfield, another fishing bug, went looking for a good place to drop his lines this past week. . . . Jerry Thompson and Buster Diebreux of T. & D. Novelty Company, Biloxi, Miss. are reported to be doing a nice repair and maintenance business on the coast. It's stated that they had a great deal to do with getting many of the operators back in business after the September storm. . . . Nobody had to wonder who Dan Cohen was rooting for in the election. . . . Pete Nastasi, who lost his camp in the September storm, has completed his repairs and is ready for the summer. . . . Larry Copeland dropped in to visit with Lupe Buckley of Console Distributing Company this week. Lupe claims it's the first time she has seen Larry since his trip to Montana and Nevada. . . . The F. C. Maloney's expecting the stork in July. . . . Mary Rose Trocale, secretary for the Dixie Coin Machine Company, nursing her father, who is on the sick list.

HOUSTON, TEX.

Sunland Supply Company, Inc., a large distributing firm, opened a Mercury record wholesale distributing branch here on March 1st. One of the outstanding features of the firm's new quarters is their large parking lot for customers, which adjoins the building. Personnel at present includes Larry Salzman, sales manager, J. M. Kahl, traveling representative, and glamorous Flo Nicholson, counter sales. . . . A new coin machine distributing firm opened offices under the name of Empire Sales Company. Lon L. Allbritton and Mrs. Allbritton head the firm. Lon conducted a coin machine business in San Antonio for over fourteen years before coming to Houston last fall. Allbritton reports excellent business and the Mrs. chimes in "It has to be to meet the high cost of living in this neck of the woods."

Crowe-Martin Distributing Company, who recently acquired the phonograph line of Aireon Manufacturing Company, announced that it will conduct its business from one location, which is San Antonio. That means the firm is discontinuing its quarters in this city, altho Crowe announced that traveling representatives would take care of his record and other lines thru the Houston territory. . . . A. H. Shannon, Coin Machine Sales Company, Houston's oldest coin machine distributing firm, waxed eloquent talking about "Gold Cup", Bally's new one-ball game. . . . Norman Atkinson Jr., formerly connected with Crowe-Martin, and Bob Bowerman announced that they have formed a partnership under the firm name of "The Cleft". They opened their retail record store on Travis Street.

Fred Barber and George Wrenn closed a big deal with Collis Irby when they purchased the Wallbox Sales Company. Wallbox Sales Company is one of the largest and best known coin machine firms in the state. . . . Cecil Robertson, owner of the Automatic Amusement Company, spends considerable time fiddling with his hobby of photography. It's reported that Cecil's pictures look far better than the average professional jobs—probably due to the fact that he is severely painstaking and spares no expense as to equipment and supplies. . . . Wayne Switzer, prominent young Seeburg operator seen enjoying himself at a Bi-district basketball game. . . . Harold Long of the Dallas office of Commercial Music Company (Wurlitzer distributors) in town on a business trip to the Houston office of Commercial. . . . Macy's wholesale record store recently added the Savoy line.

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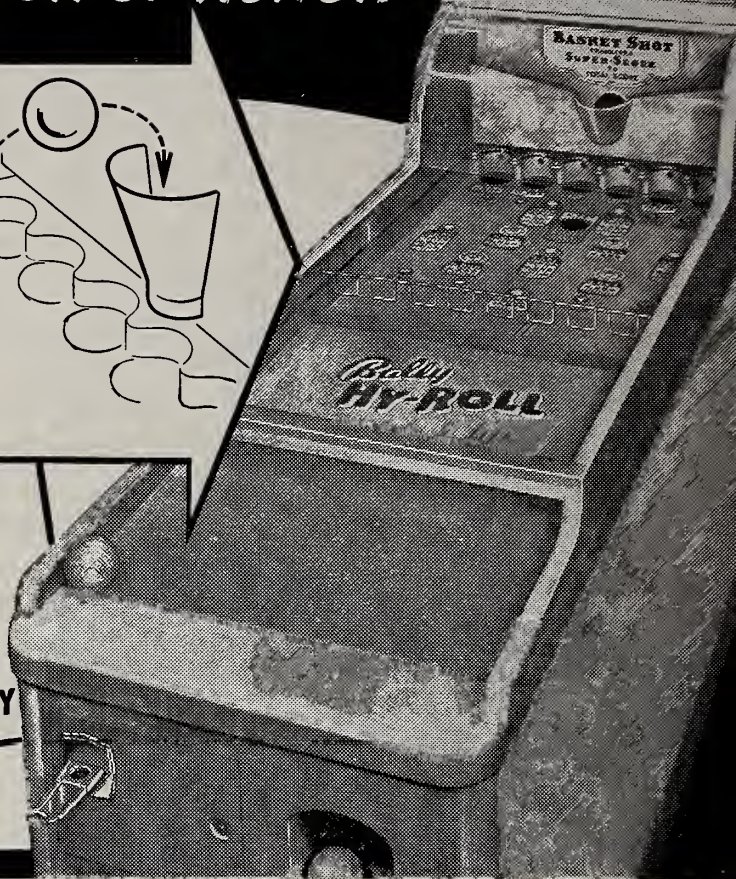
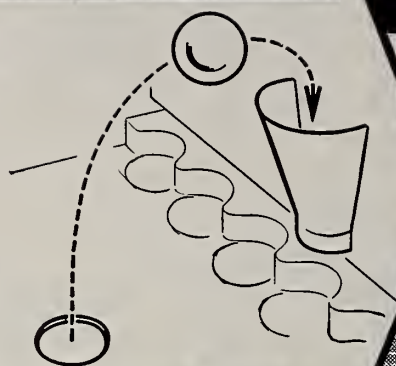
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